

## BOARD OF COUNTY COMMISSIONERS AGENDA ITEM SUMMARY

Meeting Date: AUGUST 19, 2006

Division: TDC

Bulk Item: Yes X No           

Department: \_\_\_\_\_

Staff Contact Person: Maxine Pacini

**AGENDA ITEM WORDING:**

Approval of the FY 2007 Monroe County Tourist Development Council Marketing Plan.

**ITEM BACKGROUND:**

TDC approved the Marketing Plan with a unanimous vote at their meeting of July 11, 2006.

**PREVIOUS RELEVANT BOCC ACTION:**

**CONTRACT/AGREEMENT CHANGES:****STAFF RECOMMENDATIONS:**

## Approval

**TOTAL COST: \$**\_\_\_\_\_

**BUDGETED:** Yes  X  No

**COST TO COUNTY: \$** \_\_\_\_\_

**SOURCE OF FUNDS:** TDC

REVENUE PRODUCING: Yes X No \_\_\_\_\_ AMOUNT PER MONTH \_\_\_\_\_ Year \_\_\_\_\_

**APPROVED BY:** County Atty N/A OMB/Purchasing N/A Risk Management N/A

**DIVISION DIRECTOR APPROVAL:**

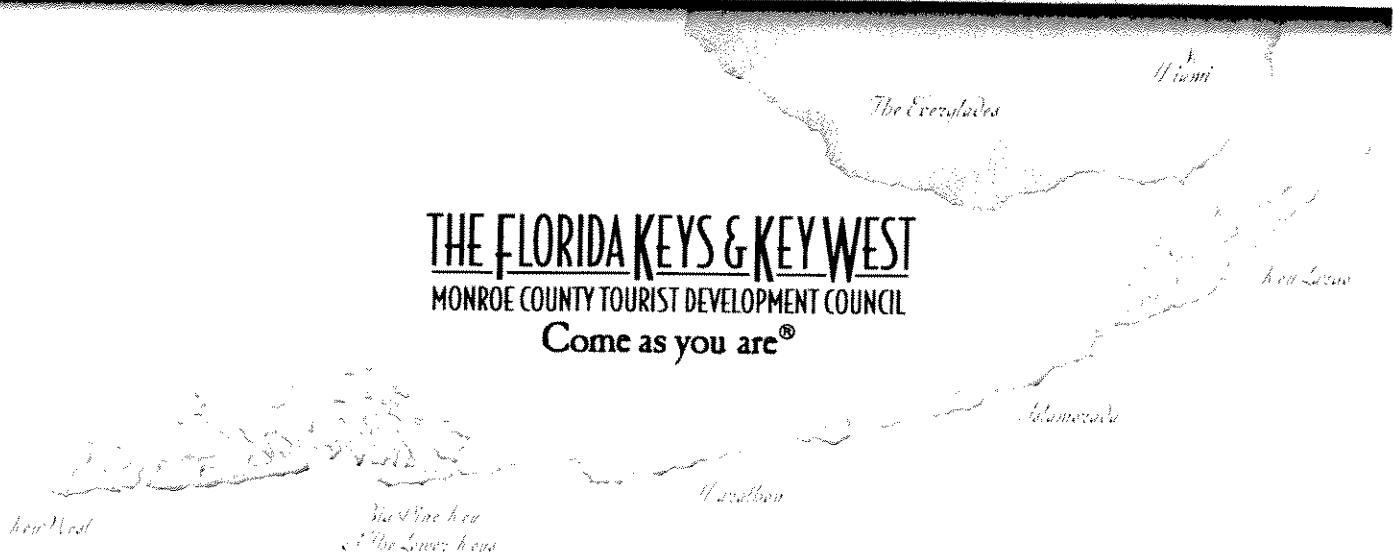
(Lynda Stuart)

**DOCUMENTATION:** Included  X  Not Required

**DISPOSITION:** \_\_\_\_\_

AGENDA ITEM # \_\_\_\_\_

## MARKETING PLAN 2006-2007



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# ***Section One: The Mission of the Tourist Development Council***

## ***I. Vision Statement***

The mission of the Monroe County Tourist Development Council is to set an overall direction for the Monroe County tourism marketing effort in a manner that will assure long-term sustained growth in tourism revenues while also guaranteeing the sustainability and improvement of our product, including both our man-made and natural resources, and improvements to the quality of life of our residents.



## **II. Purpose of the Plan**

The nature of the marketplace dictates that a comprehensive and intergraded marketing approach is needed by the Monroe County Tourist Development Council if it is to remain competitive and to have a lasting impact on the development of tourism for the Florida Keys. Our program must also balance sustainable tourism with improvements to the quality of life of our residents.

The TDC must have a clear direction and understanding of marketing, market segments and market techniques to be effective. The plan must focus on its present situation, goals and objectives, resources, program strategies and evaluation criteria.

The following are general guidelines for the planning and development of the Monroe County Tourist Development Council's marketing plan as evidenced, in the Table of Contents. Each section is further compartmentalized to address multiple areas.

- a. Review of the TDC's mission.
- b. Analysis of the current situation.
- c. Marketing program goals and objectives.
- d. Marketing division strategies and implementation.
- e. Evaluation criteria.

The Monroe County Tourist Development Council's 2006-2007 Marketing Plan sets the guidelines on how the revenues of the three penny (3%) bed tax (Florida Statutes 125.0104) on visitors will be allocated for the marketing of the Florida Keys and Key West.

Two penny revenue is broken down in the following manner: 5% state mandated reserve (Florida Statutes 129.01); 7% of the net revenue may be used for program administration; 65% of the net revenue is utilized for generic promotion and advertising; the remaining 35% of the net is used for funding events, public relations and consumer mail fulfillment.

The third penny revenue is broken down in the following manner: 5% state mandated reserve (F.S. 129.01); 3% of net revenue may be used for program administration. The remaining third penny revenues may be allocated within the following five categories: visitor information services; capital projects; special events and district specific advertising and promotion. District Advisory Committees representing the five districts within Monroe County make recommendations for allocation of the third penny.

Clearly the marketing plan must be evolutionary, with adjustments and modifications made to strategies during the year.

## **Section Two: Situation Analysis**

### *Descriptive profile of the Florida Keys*

#### **I. Product Analysis**

- The Florida Keys is the premier get-away destination located at the southernmost tip of Florida and the continental United States.
- Tourism is the Florida Keys main industry - with a current permanent population of around 80,000. The Keys business sector and residents are dependent on the economic contribution of the day and overnight visitors to the Keys.
- The Florida Keys is easily accessible by land transportation. The primary mode of travel for overnight visitors to the Keys is by auto or other form of land-based transport. (89%)
- The Florida Keys are accessible by air. (10%)
  1. Key West International Airport is served by American Eagle, Gulfstream (Continental, TWA and United connections), Delta, US Airways, and Cape Air, Florida Coastal Airlines. Special charter service is available at Key West International Airport.
  2. Florida Keys/Marathon Airport also services the Florida Keys. Delta Airlines and Gulfstream Airlines are scheduled to start service in November, 2006. This full service facility can handle private, commercial and chartered flights.
  3. Miami International Airport is the second largest international airport in the United States. The Fort Lauderdale/Hollywood International Airport serves millions of travelers from all over the world. Domestic and international travelers to the Keys can fly into these airports and travel by car, shuttle or bus into the Florida Keys.
- The City of Key West receives approximately one million cruiseship visitors a year.
- Total commercial flight capacity at Key West International Airport is approximately 150 daily. Key West Airport annual passenger capacity is 600,000 arrivals/departures. Florida Keys Marathon Airport has passenger capacity of 250,000.
- Ground transportation to and from the Florida Keys is available by Greyhound (scheduled in line transportation from Miami International Airport through to Key West); shuttle services; major car rental agencies; and limousine services. Local transportation by taxi and shuttles; and Key West offers public buses, unique trolleys and a sightseeing train.
- There are ferry services from the west coast (Fort Myers/Naples) of Florida that have daily departures and convenient downtown arrivals into Key West. There are a number of marinas in the Keys that allow visitors to arrive on their own boats.

## **I. Product Analysis - continued...**

- The Florida Keys hosts a variety of accommodations. Accommodations in the Keys for vacationers or business travelers include full service hotels, motels, condominiums, guest houses (inns), beach cottages, licensed seasonal home rentals, camping sites and house boats. The TDC lists nearly 15,000 rental units throughout the Keys.
- The Florida Keys camping and recreational facilities are available throughout the Keys.
- There are approximately three thousand licensed camping sites in Monroe County.

### **Florida Park Service:**

Bahia Honda State Park  
Curry Hammock State Park  
Fort Zachary Taylor State Historic Site  
Indian Key State Historic Site  
John Pennekamp Coral Reef State Park  
Key Largo Hammock State Botanical Site  
Lignumvitae Key State Botanical Site  
Long Key State Recreation Area  
Shell Key State Preserve (no public access)  
Windley Key State Geological Site

### **National Parks:**

Everglades National Park  
Fort Jefferson National Monument (Dry Tortugas)

### **National Wildlife Refuges:**

Crocodile Lake National Wildlife Refuge (no public access)  
Great White Heron National Wildlife Refuge  
Key West National Wildlife Refuge  
National Key Deer Refuge

### **Aquatic Preserves:**

Biscayne Bay-Card Sound Aquatic Preserve  
Coupon Bight Aquatic Preserve  
Dry Tortugas Aquatic Preserve  
Lignumvitae Key Aquatic Preserve  
San Pedro Underwater Archaeological Preserve

### **National Marine Sanctuary:**

Florida Keys National Marine Sanctuary

## **I. Product Analysis – continued**

- The Keys boasts a variety of restaurants providing the visitor with a myriad of dining pleasures including seafood specialties; ethnic cuisine; local delights; continental and fine dining.
- Night life in the Keys offers diverse entertainment. Local and internationally recognized talent adds to the unique experience of the Keys.
- The Florida Keys offers the best fishing opportunities anywhere in the world with over 500 I.G.F.A. world records. Private charter trips are available throughout the Florida Keys in Florida Bay, Atlantic Ocean and the Gulf of Mexico for either back country, flats fishing to deep sea/offshore fishing on a daily basis and by reservations. Visitors can also enjoy wading, pier and bridge fishing.
- The Florida Keys hosts the only living coral reef in North America. Exploring the living reefs of the Looe Key, named after the H.M.S. Looe which ran aground here in 1744, the John Pennekamp State Park and the National Marine Sanctuary together with the many artificial reefs along the Keys provides the ideal snorkeling or diving experience.
- The cultural heritage of the Florida Keys offer visitors an array of live theater, arts & craft festivals and is home of many noted authors, musicians and painters.
- The Florida Keys has many attractions to offer. The primary attractions for the visitor to the Keys are its natural resources, year-round temperate climate, parks, and water activities including boating, fishing, snorkeling and diving. History plays an important role in the Keys experience. Historical homes, lighthouses, museums and monuments weave an intriguing historical adventure of pirates, wreckers, writers, poets and artists throughout the Florida Keys. Sightseeing ranks the highest of visitor activities.

## **II. Position Analysis**

In analyzing the Florida Keys' product for leisure tourism and meeting business, it is important to identify the current positive aspects of the destination as well as considering those areas which may, by improvement, enhance the Keys' position in the global marketplace.

1.     **Strengths and assets**
  - temperate year-round climate - warm winters
  - friendly, 'laid-back' image
  - great natural resources to promote ecotourism
  - historical and cultural heritage
  - various disciplines of the arts
  - many sightseeing attractions
  - safe environment
  - best fishing resources in the world
  - number one dive destination
  - unique RV camping locations
  - excellent dining available
  - only living reef in North America
  - unique accommodations
  - southernmost point of the continental US
  - a major wedding & honeymoon destination
  - close relationship of two large metro airports of Miami & Fort Lauderdale
  - two commercial airports in the Keys – Marathon and Key West
  
2.     **Weaknesses and liabilities**
  - lack of consistency in room quality
  - lack of direct flights from principal out-of-state markets
  - negative perception of seasonal storms
  - lack of traditional sandy beaches
  - traffic congestion
  - lack of convention and meeting facilities
  - perception of over crowding in Key West from cruiseships
  - changes to availability of transient accommodations
  - reoccurring water quality issues
  - lack of stable service personnel resources
  - employment turnover rate
  - lack of affordable housing for our workforce

## **II. Position Analysis, continued...**

Our market competition are the destinations that compete with us in many of the tourism markets throughout the world. The markets include domestic winter-time retreats, island get-a-ways, fishing and diving locations, gay/lesbian travel, ecotourism, soft adventure, cultural tourism, in-state vacation travel and other specialty markets. We must compare our competition's coverage, budget and demographics to our own and how it relates to industry results.

Based on competitive analysis, techniques such as trend analysis, market share analysis, market buildup and test marketing are broadly employed to help position ourselves within the marketplace.

Our position as an ideal cultural and historical tourism destination, sets the background for a marketing campaign to highlight the unique character and attractions of the Florida Keys. Cultural and historical tourism is travel directed towards experiencing the arts, heritage, history, foods, ethnicity, architecture and other things including the natural environment that contributes to the special character of a place. We intend to continue to bring this kind of travel experience to the forefront of our campaign.

Ecotourism will also be at the forefront of our marketing program. Nature-based tourism is ideal for the Keys in that we have wonderful environmental resources. We must promote to responsible visitors who will understand to enjoy and protect our surroundings.

We will develop more diversity in multicultural marketing communications. Culturally relevant communications build relationships, and relationships build brand awareness. Research over the past few decades has consistently shown the multicultural consumers respond best to messages and images that reflect an insight into their culture and the unique ways they perceive the product or service. We must focus on developing diverse marketing promotions and programs where each group is recognized as an integral part of the overall marketing effort.

Geotourism is a term that places our marketing position in a more updated and desirable position to the marketplace. Geo-tourism is about attracting visitors who understand about preserving a destination's environment, by helping to sustain or even enhance the geographical character of the place visited, including the well-being or quality of life of its residents. More travelers are wanting to not only visit or sightsee, but to learn more about the history and culture of the area and it's people. Travelers are learning to be ready to act to preserve and protect the natural aspects of the destination. We will need to better understand the psychographics of these potential visitors, to see what interests and motivates these individuals to select destinations associated with environmental sustainability.

With the globalization of travel, the Florida Keys are a great destination for international tourism. International visitors have a tendency to stay longer while visiting. Based upon the country's preference of vacation periods, we are able to strategically market international travel throughout the year.

Our focus will continue on the United Kingdom, Germany and Canada, with the secondary markets of Italy, France, Scandinavian countries and German speaking countries. This year we will introduce our first efforts into China. Although Chinese travelers are limited at this time, a strong economy, a growing middle class, higher standards of living and rising incomes make China a market that we need to cultivate and plan for future travel.

The Keys has developed a reputation as a great weddings/honeymoon destination. Although there are plenty of things to do in the Keys, we are also ideal for those who just want to enjoy other's company with a minimum of distractions.

Alternative transportation is an essential point of our marketing to help relieve the traffic problems. There will be more focus on regional jet air and the expanded ferry service, and making visitors aware, that once they are in the Keys, there are a number of alternative means of transportation, which would include shuttles, public busses, taxis, pedi-cabs, tour trains, trolleys, bicycles and of course, sightseeing on foot.

With the potential visitor or consumer looking for value in their purchases, we must position our marketing approach to strategies to increase customer satisfaction for their visit to the Keys. We will focus on Customer Relationship Management (CRM) to give the visitor a good experience while planning their travel.

## **Electronic Marketing/Internet/Website**

Electronic marketing, focusing on permission based methods has become one of the most effective marketing tools available to destination marketing. Target permission results based marketing requires three essential elements: (1) getting permission (opt-in); (2) maintaining interaction and (3) measuring results.

Our website is our most important marketing tool in the promotion and service to the potential visitor. This being the case, then getting the potential visitor to the website is the most important call to action. The main sources for users in finding the website is through mainstream advertising such as print and broadcast ads, and through Internet marketing. All print and broadcast advertising includes our website address. Internet advertising includes some banner ads, but most of our marketing will be search driven by search engines or key search words, and direct email/promotions. Search engine submissions requires research to get to the best positions. Search words require picking the best terms that relate to our destination's promotional positioning.

We will continue to focus on direct electronic marketing such as e-mail blasts, newsletters and electronic magazines (e-zines). E-mail marketing will be to the travel trade industry and to opt-in consumers. E-newsletters and e-zines will be developed by the staff and our agencies of record to be also mailed to opt-in users. We will develop new rich media through podcasts, Realty Simple Syndication (RSS) feeds and possible Internet-based TV channel programming.

Electronic links from other promotional sites to our website will be an important marketing medium. Within our e-newsletters, e-zines, and direct e-mail promotions, we will offer e-co-ops to the industry that will allow link-throughs to our partner's website.

The Internet and access to our website is the perfect medium to all the market segments, demographics and geographics of the potential visitor. The website provides the desired information quickly and easily to anyone, anywhere in the world. International marketing is no longer an option, but a strategic imperative.

The marketing of our site is very important to the overall plan. We must think of our site as a product, and the content as the product lines.

Website service after the potential visitor finds the site becomes the final and most important stage in determining a visit. We must design a site that provides the user with the kind of service comparable to the corner market in one's neighborhood – simple, precise and personable. As our site expands with more destination information, users will not have the patience to scan through four or five links just to get to the right area of the site. The site needs to make users feel welcome and guide them to the needed information for a decision making step. After the decision has been made, the site must have the ability to make the sale directly from the site.

Our site now provides the user with a program to search the types of accommodations and sort the listings based on amenities selected, so to be linked directly with the property's reservation system. This year we will also review the option of placing an online reservation service program on our website.

Instead of merely broadcasting to a massive and anonymous audience, a website can narrow cast to meet the specialized needs of each incoming user. The more specific the audience definition is, the more interesting, and useful the site becomes to its visitors, which, in turn, allows for more efficient and direct marketing. The site will become our main sources of Customer Relationship Management (CRM) program. We must be able to interact with the potential visitor by receiving email and allowing the user to opt-in for additional promotional services from the site. Relationship marketing is also about keeping existing customers happy, along with attracting new customers. Content is a strong driver for encouraging repeat visits by users, particularly when it is fresh, timely and gives the user a reason to visit regularly.

One of the most important elements of e-marketing is that we will be able to track Internet marketing to our site. You are able to see how the visitor came to the site, either by banner, click-through, search, site address or by link.



## **Customer Relationship Management**

Customer Relationship Management (CRM) refers to strategies to increase customer satisfaction by using a one-on-one approach to customers even in a global market by managing, interaction and tracking between customer and the industry.

The first role in CRM is that the potential visitor or customer should be in charge of his or her experience. We must do everything we can to make the experience more personal and to give a quick response to their needs. The response and interaction needs to be direct.

To use this one-on-one approach in a global marketing, we will be looking to use more electronic marketing in the areas of (1) database information; (2) e-mail blasts and newsletters; and (3) our website.

Data base information is collected from the travel trade industry such as travel agents, tour operators and meeting planners. Consumer data base information is collected from opt-in e-mail requests to our site, or opt-in requests to other travel related sites wanting information. This is called permission based marketing.

E-mail has become one of the most inexpensive means of direct mail possible. After receiving permission (opt-in e-mail), we will send out electronic marketing messages to the trade industry and directly to consumers through e-mail blasts or newsletters.

Our website is our main source of CRM. The website can narrow cast to meet the specialized needs of each incoming user. The web user can interact by receiving destination information within electronic brochures, live cams, maps, videos, multi-lingual assistance, updated news releases, opt-in mail and on-line reservations.

Other CRM direct marketing includes direct mail advertising with co-op opportunities so that the consumer can interact directly with the lodging property or other business partners. Also, we will continue to interact with the consumer through intercept research programs such as the Visitor Profile Study and our VIS program.

Our new technical ways to retrieve and send information on travel and our ability to communicate to the consumer through CRM will continue to define the new economy and build business one traveler at a time.

### III. Prospect Analysis

The Monroe County Tourist Development Council is charged with the responsibility of identifying target markets which, primarily based on research, have generated the highest return for investment for the destination. Strategic programs implemented by the TDC to target these markets are outlined in this document from Section Three: Marketing Strategies and Implementation.

1. **Domestic Markets**

- **Primary**

- Florida (Dade, Broward, Palm Beach, Pinellas, Hillsborough, Lee, Collier, Orange)
- New York, Illinois, Pennsylvania, Michigan, Ohio, New Jersey, Georgia, Texas, Indiana, North Carolina, Massachusetts

- **Secondary**

- Connecticut, Virginia, Minnesota, South Carolina, Alabama, Wisconsin, California, Missouri, Tennessee, Maryland

2. **International Markets**

- **Primary**

- Germany, United Kingdom, Canada

- **Secondary**

- Italy, Netherlands, Switzerland, Austria, Japan, Scandinavian countries, and South American countries of Argentina, Brazil and Chile, France

3. **Specialty Markets**

- A. Historic/Cultural
- B. Soft-Adventure
- C. Ecotourism
- D. Geotourism
- E. Fishing
- F. Diving
- G. Gay/Lesbian
- H. Mature
- I. Weddings/Honeymoon
- J. Boating
- K. Multi-Ethnic Markets
- L. Family Travel

- 4. **Primary Market Segments**
  - A. Leisure Travelers
  - B. Special Event Travelers
  - C. Travel/Trade Industry
    - 1. travel agents
    - 2. tour operators
    - 3. wholesalers
    - 4. travel writers
    - 5. motor coach operators
    - 6. airline travel centers
  - D. Gay/Lesbian Visitors
  - E. Vacationing Families
  - F. Meetings/Incentives/Business Travel

## **Market Segments**

### **Diving and Snorkeling**

The year-round temperate climate of the Florida Keys makes diving and snorkeling enjoyable in any season. The clarity of water provides excellent visibility and the variety of wrecks and reef structures including the only living reef in North American attracts visitors to the Keys.

### **Fishing**

We offer the greatest variety of fishing in the world. Twelve months a year visitors can compete in tournaments or simply enjoy a day on a charter boat excursion.

### **Historic/Cultural**

The historic and cultural influences within the Florida Keys entices and marvels visitors. The architecture, art, music and historical tours turns the Keys into a number one sightseeing educational adventure. Our research shows that visiting historic places and museums consistently falls in the top for activities participated in by domestic and international visitors. Geotourists fall within this segment. They are people attracted to the cultural, historic, environmental, aesthetics and heritage of the places they visit.

### **Gay/Lesbian**

The gay and lesbian market represents a broad perspective that spans national, cultural and language barriers. The gay market has a diversified travel experience with discretionary income. As one of the world's leading gay/lesbian destinations, Key West offers many opportunities to expand this market.

### **Mature or Senior (Retired)**

Mature individuals (50+) account for nearly 25% of the total US population. This group is growing rapidly due to the aging of the 'baby boomer generation'. The financial power of mature consumers, coupled with their tendency to have more leisure time available for travel and their growing numbers make this segment one of particular strength. We will develop the opportunity to target upscale retired persons who can travel Sunday through Thursday, and during our slowest time periods of August and September.

### **Ecotourism**

Eco-travelers are a specialty interest traveler and should be considered an excellent target market because they are a responsible visitor from whom we can profit, but also will respect our natural resources. Whether it is camping, bird watching, wildlife sightseeing, water related activities (diving, fishing, etc.) or learning the nature based heritage of the Florida Keys, this market is perfect for our destination. Ecotourism or nature-based tourism, acts on the principles of traveling to natural areas with the intentions of preserving the environment and the cultures associated with the region. Geotourists also fall in this segment.

### **Weddings/Honeymoon**

The weddings/honeymoon market is a growing market that not only strengthens our 'off-season' months but is starting to become a year-around market for the Florida Keys. Florida is the most popular honeymoon US destination. Honeymoon trips will average 8 days with higher than normal expenditures.

### **Meeting/Incentive Business**

The meetings and convention market segment remains fairly strong and significant part of some of the large properties having meeting room space. It is important to understand there are many options available within the meeting business market. The incentive travel business has increased in the past few years in the Keys.

### **Soft-Adventure**

Adventure travel is one of the fastest and most interesting travel available to the consumer. Soft-adventure travel throughout the Florida Keys would include biking, snorkeling, kayaking, camping, diving, sport fishing and other related activities that seek exciting and sometimes risky experiences.

### **Boating**

Boating has a wide range of markets including fishing, diving, power-boating, sailing, kayaking, yachting and leisure craft. The Florida Keys are a perfect destination for all kinds of events such as boat shows, races and any watersports activity. Whether the visitor rents, charters or uses their own boat, there are marinas from one end to the Keys to the other, to give the visitor a great boating experience.

## **IV. Promotional Analysis**

### **1. Promotional Events**

The promotion of special events is a very important part of our overall marketing program. Events not only draw visitors to our destination, but also gives visitors who may not have been aware of a certain event, the opportunity to experience different activities while on vacation and tell others about the experience. This develops return visits and adds new awareness of things to do for potential visitors.

We have marketing funds available for sponsored events in each of our districts. Each District Advisory Committee (DAC) establishes a Request for Proposal and allocates funding for that district destination events. Most event funding is for advertising only, however, in some cases that involves national sponsors and national or international marketing when funding as a turnkey operation is considered.

There are also cultural events promoted through the TDC Cultural Umbrella, and fishing tournaments promoted by the TDC Fishing Umbrella.

All event funding recommendations by the District Advisory Committees, Cultural Umbrella and Fishing Umbrella Committees are reviewed by the advertising agency and require approval by the TDC. These events are evaluated by their ability to draw visitors; offering of activities; and the marketing of the awareness and image of our destination.

### **Special Events**

The Florida Keys hosts various annual activities and special events. This year's events and activities include:

- Acura Key West Race Week – Key West – January
- Half Shell Half Marathon Run – Key West – January
- Big Pine Nautical Flea Market – Big Pine Key – January
- Upper Keys Flea Market – Islamorada - February
- Outdoor Art Show – Key Colony Beach – January
- West Marine Winter Warm-up Sail – Marathon – January
- The Monumental Brass Quintet – Marathon – January
- Florida Watercolor Society Art Show – Marathon – January
- Business & Professional Women's 5K Run – Marathon – January
- San Pablo Parish Festival – Marathon – January
- Marathon Garden Club Flower Show – Marathon – January
- 'Paws for a Cause' Pet Walk to Pigeon Key – Marathon – January
- Upper Keys Seafood Festival – Key Largo – January
- Tradewinds Open Catamaran Nationals Regatta – Islamorada – January

**Special Events – continued...**

- Florida Keys Chili Cook-Off – Key Largo – February
- Art Festival at Gulfside Village – Marathon – February
- 12<sup>th</sup> Annual Gigantic Nautical Flea Market – Islamorada – February
- Habitat for Humanity – Terry Cassidy's Superbowl Party – Big Pine Key – February
- Lower Keys Jazz Festival & Art Show – Big Pine Key – March
- Original Marathon Fl. Keys Seafood Festival – Marathon - March
- Art Festival at Key Colony Beach – Key Colony Beach – March
- Conch Republic Independence Celebration – Key West – April
- Art Festival at San Pablo Church – Marathon – April
- Tropical Heat – Key West – April
- Bay Jam – Key Largo – April
- 9<sup>th</sup> Annual Hogsbreath-Keys 100 Race – Key Largo – April
- Spring Migration Mania – Stock Island – April - May
- 7 Mile Bridge Run – Marathon – April
- Key West Songwriter's Festival – Key West – May
- Lower Keys Jazz Festival – Lower Keys - May
- Marathon SBI Offshore Grand Prix – Marathon – May
- Florida Keys Island Festival – Islamorada – May
- Barley's Bay Festival – Key Largo - May
- Green Sweep Volunteer Workday – Marathon – June
- Pridefest 2007 – Key West – June
- Cuban American Heritage Festival – Key West – June
- Marathon Community Classic – Marathon – June
- Island Sun Splash – Islamorada/Key Largo – June
- REEFWEEK 2006 – Key Largo/Islamorada – July
- Celebration of the Sea – Key Largo – July
- Key West Summer Food & Wine Festival – Key West – July/August
- Islamorada Swordfish Tournament – Islamorada – August
- Poker Run – Miami – Key West – Key West – September
- WomenFest Key West - Key West – September
- Fantasy Fest – Key West & Lower Keys - October
- Pro Wakeboard Tour – Marathon – October
- Key West World Championship Boat Races – Key West – November
- Key West International Jazz Festival – Key West – November - June
- Corvettes In Paradise – Marathon – November
- 2007 Sombrero Club Regatta – Marathon – November
- 10<sup>th</sup> Annual Hobie Wave Nationals – Islamorada/Key Largo – November/December
- 2<sup>nd</sup> Annual Florida Keys Holiday Festival – Islamorda – Nov/Dec
- International A-Class Catamaran World Championship – Islamorada – November

- Island Jubilee – Key Largo – November
- Orange Bowl Swimming Event & Winter Training – Key Largo – December/January
- Big Pine Key Winterfest 2007 – Art & Music in a Natural Key – Big Pine Key – December
- 22<sup>nd</sup> Annual Key Largo Steeplechase – Key Largo – December

### **Fishing Tournaments**

- Key Largo Sailfish Challenge - Key Largo – January
- 31<sup>st</sup> Annual Holiday Isle Sailfish – Islamorada – January
- Cheeca Lodge Presidential Sailfish – Islamorada – January
- Outdoor Channel Offshore Classis – Islamorada – January
- Islamorada Fishing Club Sailfish – Islamorada – January
- Hog's Breath King Mackerel – Key West – January
- 15<sup>th</sup> Annual Swamp Guides Fishing Tourn. – Islamorada – January
- Islamorada Women's Sailfish Tournament – Islamorada – February
- World Kingfish Championship – Key West – February
- 3<sup>rd</sup> Annual Scientific Anglers Women's World Invitational Fly Championship Backcountry Series – Islamorada – February
- 9<sup>th</sup> Annual Capt. Leon Shell Billfish – Marathon – February
- Backbone Lures "Fish 'Til You Lose It" – Islamorada – March
- Key West Fishing Tournament (Kick Off) – Key West – March - November
- Del Brown Invitational Permit Tournament – Key West – March
- Islamorada All-Tackle Spring Bonefish – Islamorada – March
- Sunset Tarpon – Marathon – April
- World Sailfish Championship – Key West – April
- Key Largo Dolphin Blast – Key Largo – April
- Key West Classic – Key West – April
- Ocean Reef BTU Backbone Classic – Ocean Reef – April
- Tarponian Tournament – Marathon – April/May
- 21<sup>st</sup> Annual McDonalds Invitational Tarpon – Marathon – May
- 31<sup>st</sup> Annual Ladies Tarpon Tournament – Marathon – May
- Faro Blanco Tarpon Tournament – Marathon – May
- Rolex/IGFA Inshore Championship Tournament – Islamorada – May
- Golden Fly Tarpon – Islamorada – May
- Islamorada Tarpon Masters – Islamorada – May
- 41<sup>st</sup> Annual Marathon International Tarpon – Marathon – May
- 21<sup>st</sup> Annual Coconuts Dolphin Tournament – Key Largo – May
- 12<sup>th</sup> Annual Golden Fly Invitational Fly Tarpon Tournament - Islamorada – May
- Dolphin Master Invitational – Key West – May
- Islamorada Fishing club Captain's Cup Dolphin – Islamorada – June

## **Fishing Tournaments – continued...**

- Dick Fuhr Memorial Fishing Tournament – Key Largo – June
- Big Pine & Lower Keys Dolphin Tournament – Big Pine Key – June
- Don Hawley Invitational Tarpon Tournament – Islamorada – June
- 31<sup>st</sup> Annual scientific Angers Women's World Invitational Fly Championship - Tarpon Series – Islamorada - June
- 21<sup>st</sup> Annual Father's Day Dolphin Derby – Marathon – June
- Gold Cup Tarpon Tournament – Islamorada – June
- Burdines Waterfront 5<sup>th</sup> Annual Dolphin & Black Fin Tuna Fun Fishing Tournament – Marathon – June
- Key West Gator Club Dolphin Derby – Key West – June
- Conch Republic Ladies Dolphin – Key West – June
- Holiday Isle/Caribee Dolphin Tournament – Islamorada – July
- Ladies, Let's go Fishing Reel A The Reef – Ocean Reef – July
- Key West Marlin Tournament – Key West – July
- Islamorada Fishing Club Red Ghost Stalk – Islamorada – July
- Dolphin Flashover – Islamorada – July
- Key West Fishing Tournaments Flats S.L.A.M. – Key West – July
- Mercury Redbone @ Large Little Palm Island Grand Slam – Little Torch Key – August
- Mercury Redbone Celebrity S.L.A.M. – Key West – September
- Islamorada Inv. Fall Fly Bonefish – Islamorada – September
- Marathon International Bonefish Tournament – Marathon – September
- Mercury Redbone Celebrity Baybone – Key Largo – September
- Ghost Hunt Tournament – Key Largo – September
- 11<sup>th</sup> Annual Scientific Anglers Women's World Invitational Fly Championship – Bonefish Series – Islamorada – October
- Mercury Outboards Bonefishing World Championship Islamorada All-tackle Bonefish – Islamorada – October
- Action Craft's 15<sup>th</sup> Owners Tournament – Islamorada – October
- Islamorada All Tackle Bonefish – Islamorada – October
- Ladies, Let's Go Fishing Islamorada – Islamorada – October
- Take Stock in the Children Backcountry Challenge – Key Largo – October
- Marathon Sailfish Season Open – Marathon – November
- Islamorada Sailfish Tournament – Islamorada – December
- Florida Key Gold Cup Sailfish Championship – Islamorada – Dec.- January
- Islamorada Junior Sailfish Tournament – Islamorada – December
- Metropolitan South Florida Tournament Mini-Met (Kick Off) – Islamorada – December through May
- Don Gurguolo Sailfish Classic – Islamorada – December



### **Historical, Cultural and Entertainment Attractions**

- Art Under the Oaks - Key Largo – January
- Sculpture Key West – Key West – January – March
- Florida Keys Medieval Festival – Lower Keys – January
- Middle Keys Concert Season – Marathon – January thru March
- 24<sup>th</sup> Key West Literary Seminar: Humor - Key West – January
- Key West Writers' Workshop – Key West – January - February
- Key West Craft Show - Key West – January
- Pigeon Key Art Festival - Marathon – February
- H. S. Truman Legacy Symposium & Exhibit – Key West – February
- Civil War Heritage Festival – Key West – February
- Old Island Day Art Festival - Key West – February
- Rites of Spring Art & Craft Show – Lower Keys - March
- Rain Barrel 24<sup>th</sup> Annual Arts Festival - Islamorada – March
- Key Largo Home & Garden Tour – Key Largo – March
- 29<sup>th</sup> Annual House & Garden Tours – Marathon – March
- St. Patrick's Day Parade – Marathon – March
- Robert Frost Poetry Festival 2006 – Key West – April
- 22<sup>nd</sup> Underwater Music Festival – Music & Art in the Key of Sea - Big Pine Key – July
- Key Players Season – Key Largo – October thru April
- Fl. Keys Birding & Wildlife Fest – Key Largo/Marathon/Lower Keys – September/October
- Marathon Community Theatre - Marathon – October thru September
- In Their Own Words , The History of Key West – Key West – October thru February
- Man, 3000 Years Under the Sea – Islamorada – October thru September
- Island Opera Theatre Concert Series—Key West/Lower Keys/ Marathon/ Islamorada/Key Largo – October thru June
- Key West Pops Orchestra – Key West – October thru March
- Key West Symphony Orchestra – Key West – October thru June
- M. Fisher Museum-Sunken Treasure- "Silver!: Plata Del Mar" - Nov – Sept
- Performance at St. Paul's – Key West – November – May
- Red Barn Theatre - Key West – November – October
- Blue Sky Art & Craft Show – Lower Keys – November
- Tennessee Williams Fine Art Center - Key West - Nov. thru June
- Impromptu Concerts - Key West - Nov/Jan/Feb/Mar/Apr/June/ July
- Fla. Keys Art Guild Outdoor Art Fests – Marathon/Isla./Key Largo – Nov thru April
- South Florida Center for the Arts – Key Largo – November thru March
- Pirates in Paradise Festival – Key West – November thru December
- Pops in the Park – Islamorada – November thru April

## **Historical, Cultural and Entertainment Attractions – continued...**

- 46<sup>th</sup> Annual House & Garden Tours - Key West - Jan/Feb/March
- 44<sup>th</sup> Annual Conch Shell Blowing Contest – Key West – Jan/Feb/March
- 9<sup>th</sup> Annual Christmas Exhibit – Marathon – December
- Florida Keys Holiday Festival – Islamorada – December
- Founders Society 26<sup>th</sup> Anniversary of Sterling Performances – Key West – December thru April
- Waterfront Playhouse - Key West – December - May
- Key West Playwrights Company – December - March
- FKCC – ‘Keys Chorale’ Concert Season – Key West – Dec-Mar

## **2. Capital Projects and Improvements**

The Tourist Development Council has revenues other than for advertising for discretionary use to enhance and support the specific tourism development efforts of a district. One of the uses is capital projects. The attraction of tourists to the area must be one of the capital project's main purpose. The capital project must be a publicly owned and operated facility or owned and operated by a not-for-profit organization and open to the public.

Capital improvements can include beach improvements, beach maintenance, renourishment, enhancements and clean up where there is public access to the beach or beach park area.

Capital projects are very significant to the marketing of the awareness and image of a destination. It is important within the descriptive profile of our product that we have public facilities such as museums, auditoriums, recreational areas, nature centers, beaches, monuments and other historic and cultural attractions for our visitors.

Another important aspect to funding public facilities and areas is that these projects and improvements are not only beneficial to our visitors, but also to the residents of Monroe County. The capital projects program helps preserve nature and historic sites in the Keys. It also enhances the local culture and supports the geo-tourism efforts of our marketing program.

We have developed a three to five year capital projects plan for each district community. The District Advisory Committees, with input from Monroe County, local municipalities, chambers of commerce and general public, have formulated a vision of what each community would like to see developed or maintained by the county.

## **Section Three : Program Planning**

### **I. Program Development**

#### **i. Overall Marketing Goals (measures of accomplishment)**

- a. Develop overall program which balances the county's economic viability while preserving the environment and quality of life for residents.
- b. Increase number of capital improvements projects.
- c. Expand cultural/historical campaigns.
- d. Expand Eco-tourism campaigns.
- e. Increase Internet promotional program through new rich technology.
- f. To increase visitor expenditures.
- g. To increase longer stays.
- h. Increase marketshare of international visitors.
- i. Increase group and incentive meeting business.
- j. Increase comprehensive public relations program for markets outside of the United States.
- k. Increase awareness of the Keys to the film industry for promotional opportunities.
- l. Increase diversity of multicultural marketing.
- m. Increase Gay/Lesbian travel market.
- n. Increase co-operative efforts with Visit Florida Tourism programs.
- o. Develop guidelines for measuring the effectiveness of the advertising, public relations and sales programs.

## **II. Top Marketing Priorities**

- a. Strengthen year-round tourism program.
- b. Develop top-of-mind awareness of the Florida Keys as the premier get-away destination to the US and international markets.
- c. Promote markets that will have the most significant positive economic impact on the lodging industry.
- d. Promote historical, heritage, environmental, artistic & cultural geo-tourism program.
- e. Promote ecotourism and soft-adventure.
- f. Development of capital projects and improvements.
- g. Promote the Fishing Industry.
- h. Promote the Dive Industry.
- i. Promote Gay/Lesbian Market.
- j. Identify and market to the visitor with the highest average daily expenditure for longer stays.
- k. Develop international markets.
- l. Promote attractions.
- m. Promote awareness of the new Florida Keys Marathon Airport and development of direct flight service into the Florida Keys.
- n. Promote special events.
- o. Diversity in multicultural marketing communication.
- p. Expand Customer Relations Management (CRM) program.
- q. Development of our overall Internet Marketing Program.
- r. Promote Family Travel.
- s. Promote Weddings/Honeymoons.

### **III. Resources (to execute program planning)**

- a. **Board:** Monroe County Tourist Development Council
- b. **DAC's:** Monroe County District Advisory Committees
- c. **Staff:**
  - Marketing Director - Senior executive executing the goals, objectives and policies set by the TDC
  - Office Manager - responsible for daily operation of the Administrative Office - monitoring budgets
  - Director of Sales - responsible for coordination of sales as directed by TDC
  - Director of Research - responsible for the coordination of research as it relates to requirements of TDC
  - Administrative Assistant - responsible for the coordination of daily office duties through the direction of Office Manager
  - Finance Assistant - responsible for annual report, reviews invoices & reimbursement requests, assistance in other areas of operation
  - Administrative Secretary - responsible for reception, telephones, assisting with meeting preparation and general office duties
  - Office Assistant – responsible for reception, telephone, administrative support and general office duties
  - Sales Assistant - provides clerical and secretary support to the Sales Department
  - Sales Managers - responsible for special market segments and their performance
  - Film Liaison - bring awareness of the Florida Keys as a film, television, video and print location and to assist and support to production shooting in the Keys
- d. **Training:**

Staff training and development is another process within our program. Employee development is a continuous process of reviewing basics and learning new materials and techniques. Training can help reduce employee turnover by increasing productivity, motivation and job satisfaction. The kinds of training include departmental orientation, market knowledge and market techniques.

The Governor's Conference on Tourism offers many educational opportunities within their program that include sales, research, tourism marketing and administration.

### **Training - Continued...**

The Florida Association of Convention and Visitors Bureaus/TDC's has an educational initiatives program with its membership.

The Florida Commission on Tourism and Visit Florida are developing joint tourism marketing workshops to help service the industry.

The Hospitality Sales and Marketing Association International has workshops and a Florida Keys charter who meet regularly and presents speakers, networking and educational opportunities for staff.

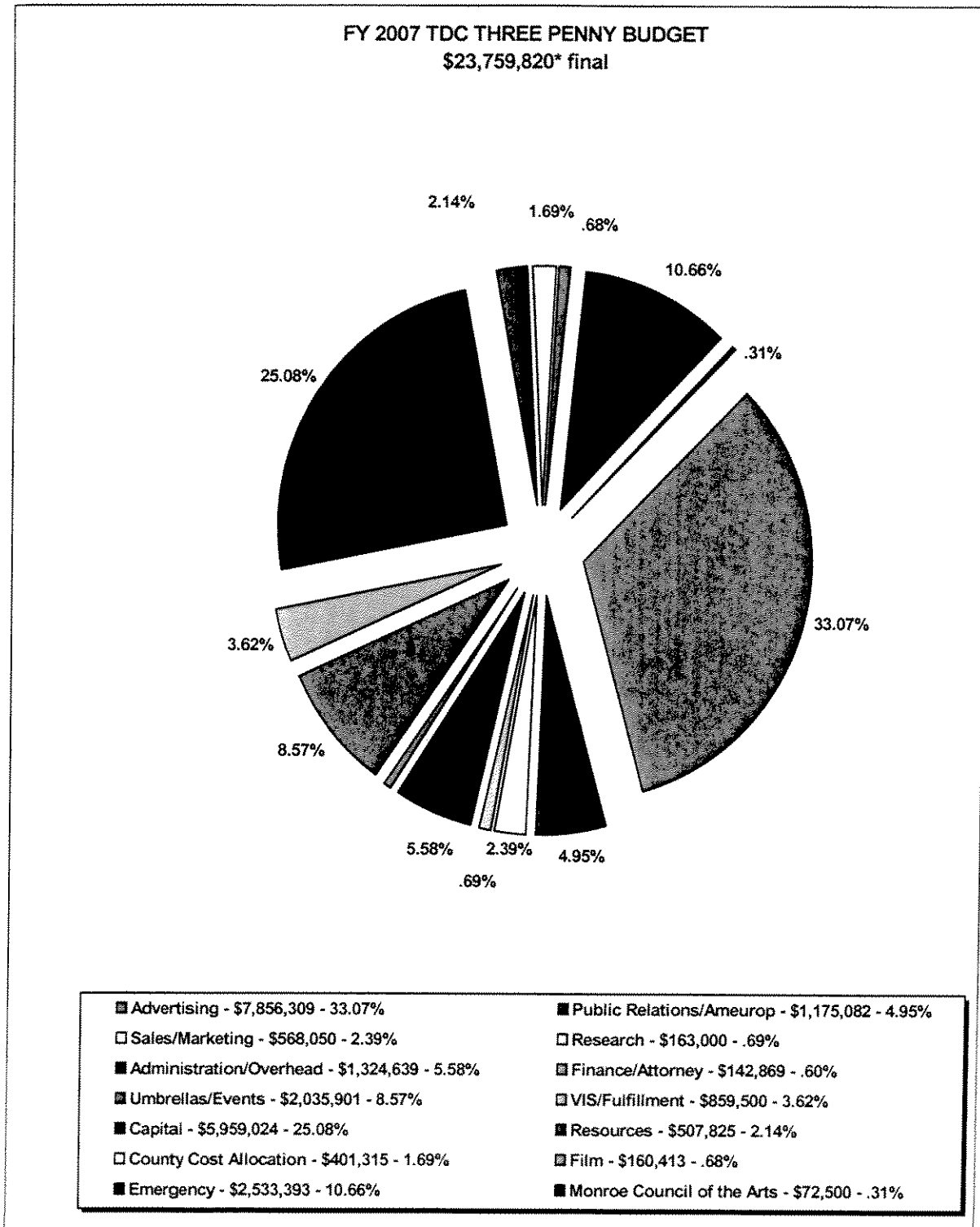
### **e. Agencies of Record**

1. Tinsley Advertising - Advertising
2. Stuart Newman Associates – Public Relations
3. FloridaKeys.com – Website Provider

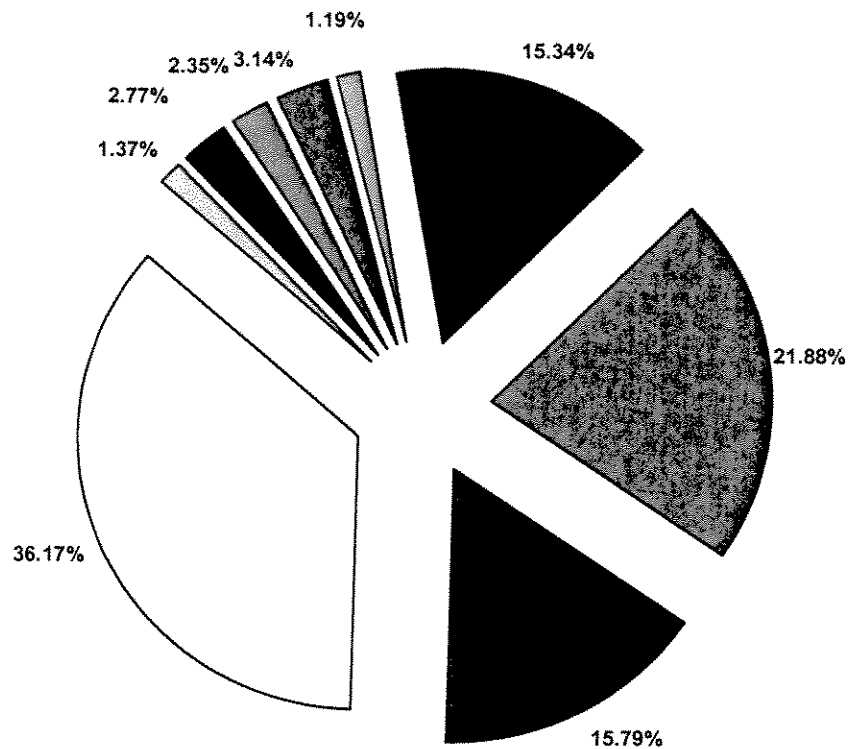
### **f. Support Agencies**

1. Cellet Travel Services - United Kingdom and Germany (sales)
2. KBC PR & Marketing - United Kingdom, Germany, France, Italy and Scandinavian countries

## g. Budget (as legislation directs)



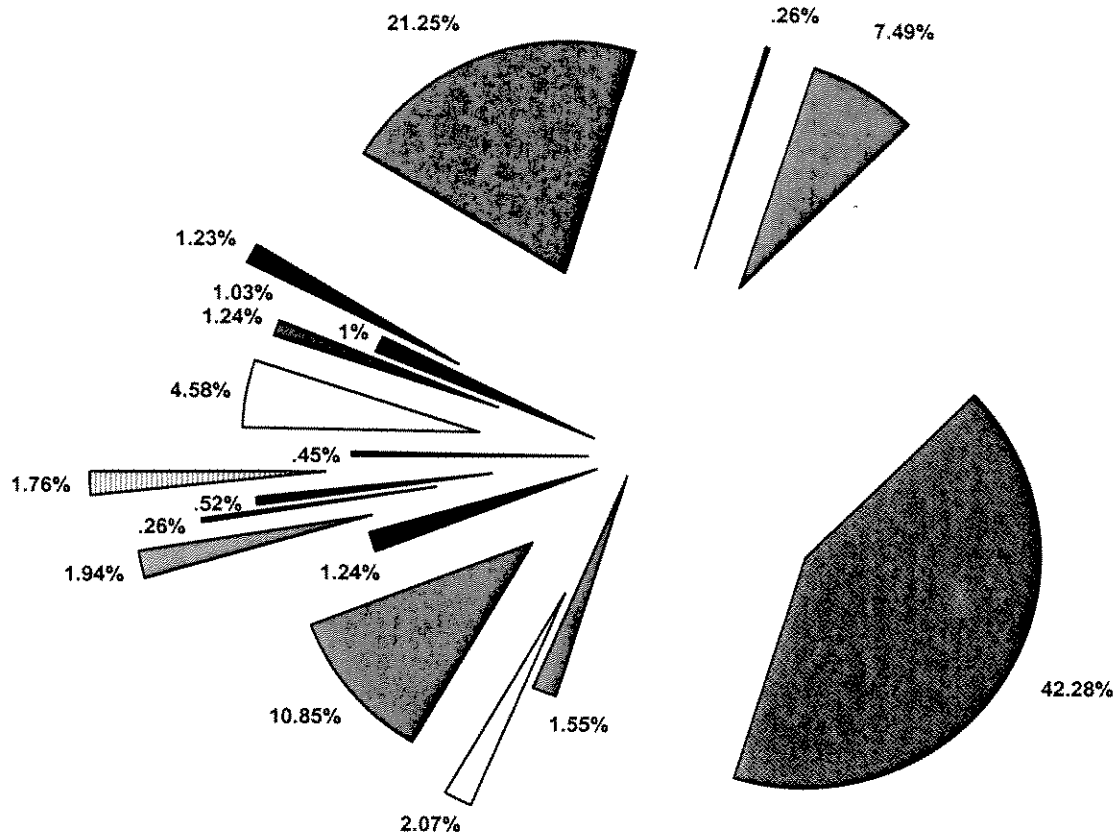
## FY 2007 TDC TWO PENNY BUDGET "EVENTS" (35%) Portion \$5,116,153\* final



- Public Relations/Ameurop - \$1,119,582 - 21.88%
- Emergency Reserve - \$807,833 - 15.79%
- Cultural/Fishing/Diving Umbrellas - \$1,850,550 - 36.17%
- ▨ Finance/Attorney Salary - \$70,263 - 1.37%
- Resources - \$141,775 - 2.77%
- ▨ Fulfillment - \$120,000 - 2.35%
- Film - \$160,413 - 3.14%
- ▨ County Cost Allocation - \$61,000 - 1.19%
- Special Projects (Capital) - \$784,738 - 15.34%

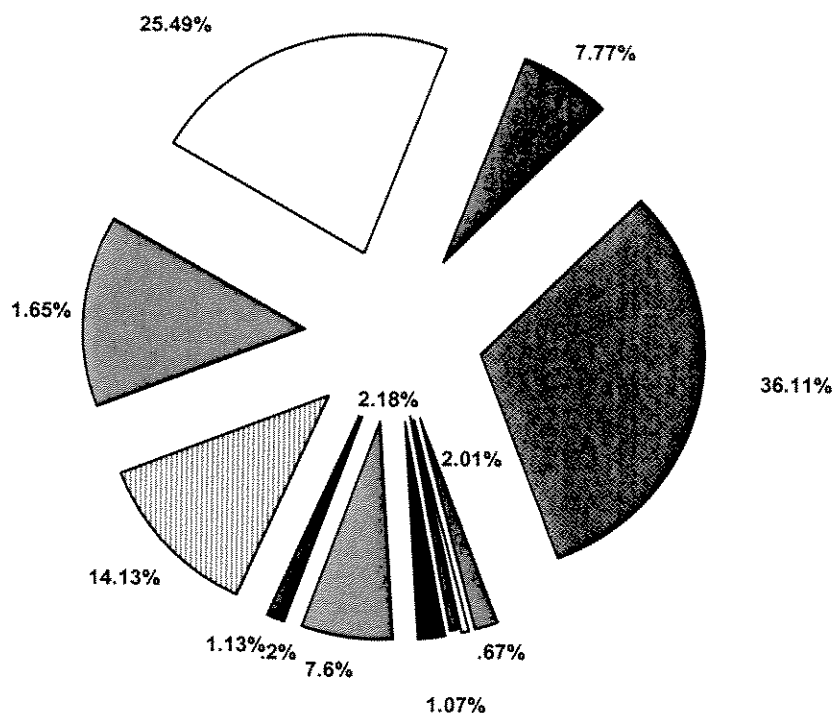


# **FY 2007 TWO PENNY BUDGET** **'Administrative' (7%) Portion** **\$967,454 <sup>final</sup>**



■ Administration/Operating - \$409,000 - 42.28%	■ Administrative Advertising - \$15,000 - 1.55%
□ Travel - \$20,000 - 2.07%	■ Business Lease - \$105,000 - 10.85%
■ Communications - \$12,000 - 1.24%	■ Supplies - \$18,740 - 1.94%
■ Courier - \$2,500 - .26%	■ Cleaning - \$5,000 - .52%
■ Repair/Rentals - \$17,000 - 1.76%	■ Resources - \$4,391 - .45%
□ Finance/Attorney - \$44,297 - 4.58%	■ Visit FLA - \$12,000 - 1.24%
■ Capital Outlay - \$10,000 - 1.03%	■ County Cost Allocation - \$11,944 - 1.23%
■ Emergency - \$205,582 - 21.25%	■ Dues/Subscriptions - \$2,500 - .26%
■ Monroe Council of the Arts - \$72,500 - 7.49%	

# **FY 2007 TWO PENNY BUDGET** **'Advertising & Promotional' (65%) Portion** **\$7,476,399 \* final**



■	Advertising - \$2,700,000 - 36.11%
■	Media Materials - \$150,000 - 2.01%
□	Ad. Expenses - \$50,000 - .67%
■	Collateral - \$80,000 - 1.07%
■	Research - \$163,000 - 2.18%
■	Sales - \$568,050 - 7.6%
■	Fulfillment/Trade - \$15,000 - .2%
■	Resources - \$84,169 - 1.13%
■	Emergency Reserves - \$1,056,255 - 14.13%
■	County Cost Allocation - \$123,305 - 1.65%
□	*Special Projects (Capital) - \$1,905,483 - 25.49%
■	Sales & Marketing Staff & Related Costs - \$581,137 - 7.7%

## Other Resources

1. Chambers of Commerce (Key Largo, Islamorada, Marathon, Big Pine Key, Key West)
2. Lodging Association of the Florida Keys and Key West
3. Key West Innkeepers Association
4. Key West Business Guild
5. Key West Attractions Association
6. Key West Bar and Restaurant Association
7. Marathon Hospitality Association
8. Federation of Chambers
9. Florida Keys Council of the Arts (Cultural Umbrella contract)
10. Florida Keys Fishing Tournaments, Inc. (Fishing Umbrella Contract)
11. Keys Association of Dive Operators (KADO) (Dive Umbrella contract)
12. Visit Florida – State Tourism Office
13. Hospitality, Sales & Marketing Association International (Florida Keys Chapter)
14. International Association of CVB's
15. Fl. Association of Convention & Visitor Bureaus & TDC's
16. TDC sub-committees

## **II. Marketing Strategies, Methods, Implementation and Measurability**

**In the following sections are specific plans by department:**

- I. Advertising**
- J. Sales**
- K. Public Relations**
- L. Film Commission**
- M. Research**

## **I. Advertising**

Advertising is the primary marketing engine for the TDC. Through media, the agency can establish a style and attitude for the destination that sets it apart from the competition, and then project this image to a large audience, creating positive reasons to visit the destination.

Print advertising includes magazines and newspapers. Magazines allow us to target our messages demographically and geographically with high-quality photo reproductions and a long shelf life. Newspapers, on the other hand, offer the ability to communicate tactical retail offers and flexibility in terms of ad position, strong local market coverage, relatively low cost, quick response placement, and broad public acceptance.

Non-print advertising, or broadcast, includes television, radio, and the Internet. Television brings our message to life, teasing the senses with compelling sights and sounds of the destination. Strategic radio buys allow us to promote special events to targeted listeners and to give quick-response marketing at needed times. Our continued use of Internet advertising enables us to deliver comprehensive, up-to-the-minute information and imagery to anywhere in the world, at the touch of a button.

The Internet has become a full-fledged medium in its own right. Essentially, it's the world's best travel encyclopedia, and content is king. Using a powerful combination of broadcast and print advertising, viewers on this highly interactive medium can spend as much time as they want learning about the destination. We will be active on the web with banners, search engine words and listings, direct response e-mail, new rich media, podcasts, other e-marketing efforts and online fulfillment. We will also build our consumer base from our web site with e-permission responses covering various Keys activities and promotions.

Other forms of advertising include brochures, billboards (outdoor, suburban transit), CDs, DVDs, direct mail and other promotional and give-away materials. Such advertising can have an effect upon the perceived desirability of the destination and project a constant and controlled reminder to visit and revisit.

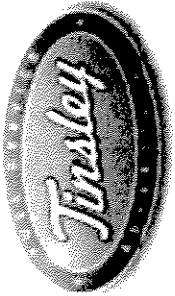
### **Objectives**

1. Develop top-of-mind awareness and image of the Florida Keys & Key West as the premier Florida destination for leisure or business travel for the domestic and specific international markets.
2. Create and maintain a campaign that highlights the reasons and motivations to visit and "protect" our destination.
3. Develop a creative and flexible media plan for year-round tourism for the Florida Keys. Also execute the most efficient media buy to reach the affluent traveler.

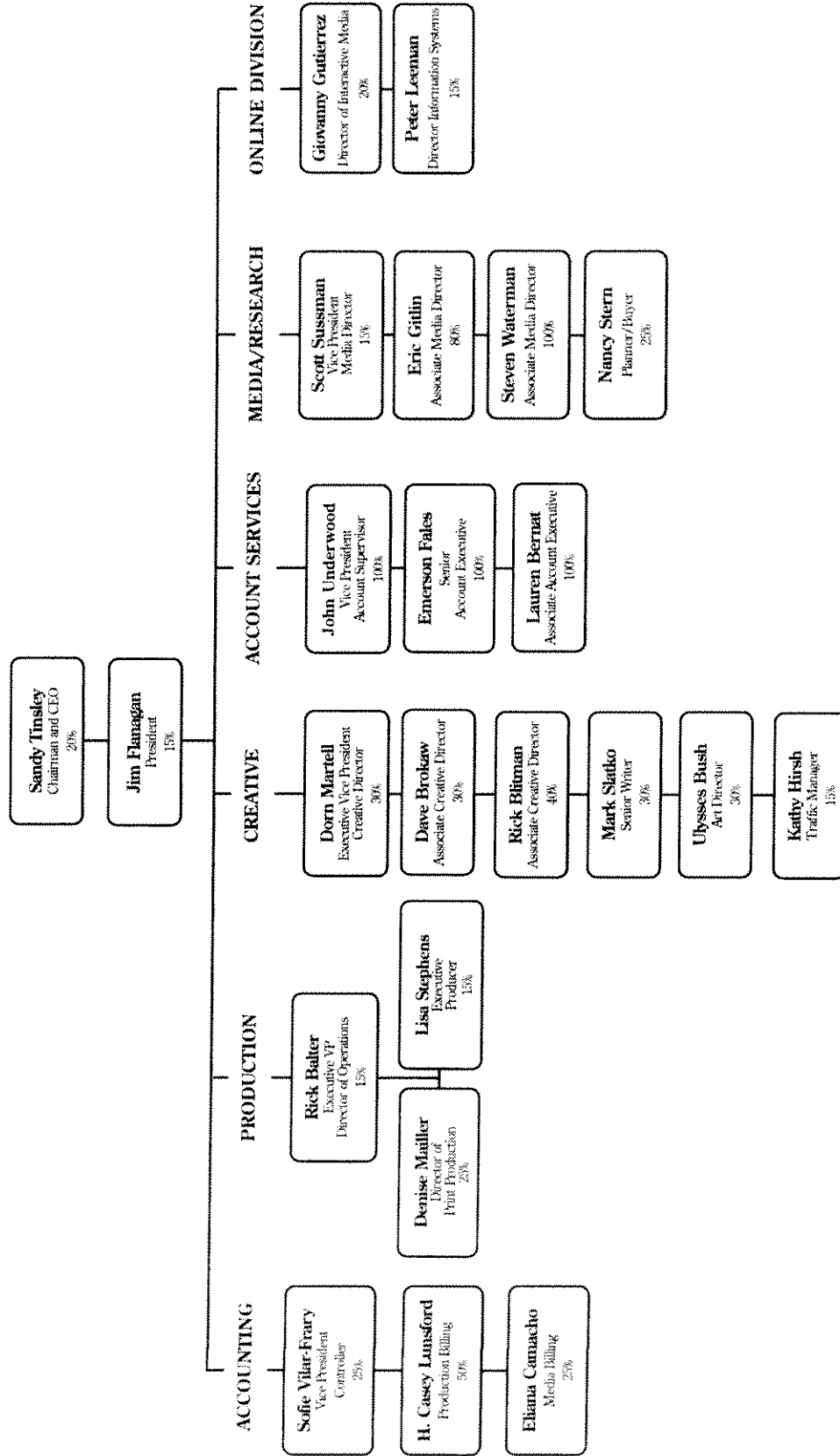
4. Continue to maintain a unique marketing identity in relation to competitive destinations.
5. Work with travel partners, umbrellas (Fish, Dive, Cultural), special event managers, and meeting planners to promote the Florida Keys & Key West as a total destination.
6. Bolster our campaign with value-added opportunities and co-op advertising within existing media and plan future co-op in our consumer e-marketing efforts.
7. In all efforts, drive consumers to our web site for immediate information, service and point of sale.

## **Goals**

1. Create a new television spot that promotes snorkeling & diving in the Florida Keys & Key West.
2. Develop two (2) "Own a City" campaigns in the Toronto and Newark, NJ markets.
3. Develop rich media e-marketing efforts including expandable banners, streaming video and co-op opportunities.
4. Increase visitor response to our web site.
5. Increase longer stays in lodging.
6. Create a new DVD for sales fulfillment.
7. Develop advertising efforts for international emerging markets including Ireland and Italy.



## Account Team



## Target Marketing

One of the essential elements in any marketing plan is that of identifying and selecting target markets. This is called market segmentation. Competition has become so sophisticated that we must identify and carefully define our target markets to be effective in our advertising.

We can identify our market in categories such as leisure travelers, travel trade, group or business and specialty markets. But it is fundamental that we know and understand the characteristics of these various market segments. Advertising must examine these market segments through demographics, psychographics and geographic analysis. The key is to identify who is traveling, where they are coming from and what was their motivation for making the trip. We want to turn our target market into a captive audience. We will continue to develop more diversity in multi-cultural marketing as well as in special interests this year. Consumers respond best to the messages and images that reflect an insight into their culture and specific interests.

We will continue to develop and refine our electronic or Internet marketing. We will use the Internet through search engines, search words, links, banners and email blasts to key in on specific markets, both nationally and internationally. We will also target respondents to our web site and other travel related sites who opt-in for additional information and promotions.

The Advertising Agency will also continue to work with the research arm of the Tourist Development Council on visitor analysis to help identify new and emerging markets.

We will once again look to develop some "Own a City" campaigns, where we will choose emerging markets and create comprehensive promotional campaigns. These campaigns will include advertising, public relations, sales and other marketing elements, in a short period of time, to give significant promotional coverage in the targeted areas.



## **Branding**

A brand is a name, term, sign, symbol, design or even a slogan identifying the product or services that differentiate it from the competition.

Brand equity is the marketing term for a brand's value in terms of awareness and perceived quality - in other words, its proven ability to draw and keep customers.

Branding can reflect personality and an attitude, such as our destination's theme, "Come as you are". Our Florida Keys & Key West positioning has become highly effective in creating consumer awareness of our laid back atmosphere and lifestyle. As the advertising reflects: Early riser or night owl. Fisherman or sun worshipper. Diver or tippler. Gourmet or gourmand. Art lover or souvenir hunter. Seeker of luxury or connoisseur of funk.

Branding also develops consumer loyalty, even when reasonable substitutes are offered at lower prices. People are willing to pay more because of the perceptions they associate with the name Florida Keys & Key West.

## **E-Marketing**

Electronic marketing is one of our best methods for developing awareness and image in the most direct, time-efficient and personalized manner available. Interactive electronic marketing is more than a multimedia to entertain or engage a consumer. It is a higher level of strategic marketing allowing the consumer to respond to an interactive relationship with the product. This interactivity is the single element with the greatest impact on advertising and branding today and is part of our Customer Relationship Management (CRM) program. The ability to gather specific and up to the minute consumer feedback makes it possible to adapt advertising messages instantaneously, respond to consumer needs and evaluate the marketing effort.

Our e-marketing campaign will focus on search engines, search words, link-throughs and e-mail blasts, e-newsletters, podcasts and rich media banners. This year we will continue to offer co-op electronic advertising for our industry partners.

One of the best features of e-marketing is that it enables us to measure the effectiveness of our efforts on a daily basis. Because the advertising is electronic and is direct, it allows us to track the information back to the user or allows us to see if the methods of marketing attracted the potential visitor. We are also able to determine how the visitor came to our site, either by banner, search engine words, web site address or by a hyperlink.

Another important feature of e-marketing is that it can be a global advertising message, twenty-four hours a day, three hundred and sixty-five days a year, at a reasonable cost for all the value marketing features available for our use.

## Target Audiences

- **Consumer**

The general target audience for The Florida Keys & Key West is affluent Adults.

- By targeting the affluent adult, we ensure delivery of our message to this segment. We also achieve delivery to the “aspirational” element of a broader audience: those with less income who aspire to experience a quality vacation and thus will be more likely to travel to the Florida Keys & Key West.

Within this group, “umbrella” campaigns will be skewed to prospects with special interests:

- **Leisure Travel**

- Geotourism
- Diving
- Fishing
- Snorkeling
- Cultural/Historic/Art
- Gay/Lesbian
- Mature
- Ecotourism
- Weddings/Honeymooners
- Soft-Adventure
- Romance
- Family Travel

- **Travel Trade**

- Travel Agents/Tour Operators, both nationally and internationally.
- Meeting Planners, for small to mid-size meetings

- **International Travel**

International advertising efforts will have a primary focus on the consumer this year as these travelers are becoming more independent on making their own plans for visiting the U.S. With the growth of the Internet, the destination has increased its presence on search engines and travel specific web sites. We will also use email blasts and e-newsletters as direct promotions. Although the Internet has made English the primary language of the world, we will continue to translate some of our web site content into various foreign languages. Our work with our UK and German representatives will continue to forge efforts targeting the travel trade industry and the consumer. The economy will also be a factor and the value of the dollar to each country's monetary currency.

Geographic, domestic and international target markets are described within the prospect analysis.

## Domestic Target Audience

AFFLUENT ADULTS AGE 35-64, HHI \$85,000+

	Population	% of Total	Index
AGE 35-64, HHI \$85,000+	35,004,000	100%	131
Total Men	17,595,000	50.3%	100
Total Women	17,408,000	49.7%	100
Age 35-39	5,533,000	15.8%	129
Age 40-44	6,926,000	19.8%	129
Age 45-49	6,649,000	19.0%	129
Age 50-54	7,749,000	22.1%	129
Age 55-64	8,147,000	23.3%	129
HHI \$85,000-\$99,999	9,029,000	25.8%	96
HHI \$100,000-\$149,999	16,239,000	46.4%	101
HHI \$150,000-\$199,999	5,288,000	15.1%	103
HHI \$200,000-\$249,000	1,974,000	5.6%	105
HHI \$250,000+	2,474,000	7.1%	100
Married	31,745,000	90.7%	101
Single	992,000	2.8%	75
Professional/Managerial	19,635,000	56.1%	104
College Graduate	11,381,000	32.5%	95
Own Primary Residence	34,199,000	97.7%	101
2+ Airline Trips in Past Year	18,733,000	53.5%	99
5+ Nights in Hotel/Motel	23,912,000	68.3%	101
Northeast	7,847,000	22.4%	104
Midwest	8,141,000	23.3%	102
South	10,753,000	30.7%	97
West	8,262,000	23.6%	99

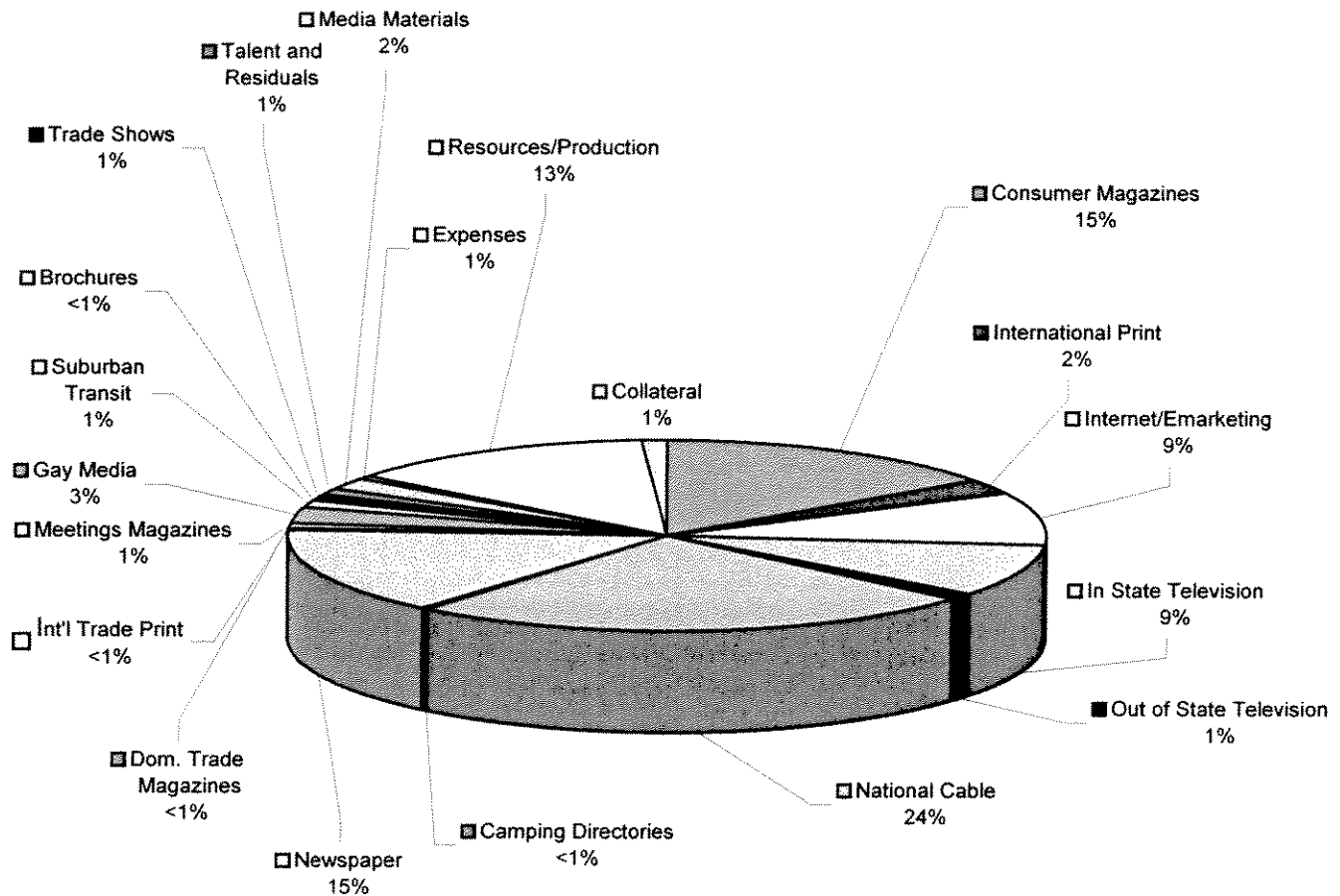
Source: 2005 Monroe Mendelsohn Head of Household Affluent Study.

### Index

An index is used to express the percent difference from the average. The average is always 100. Any number above 100 represents the percent above average.

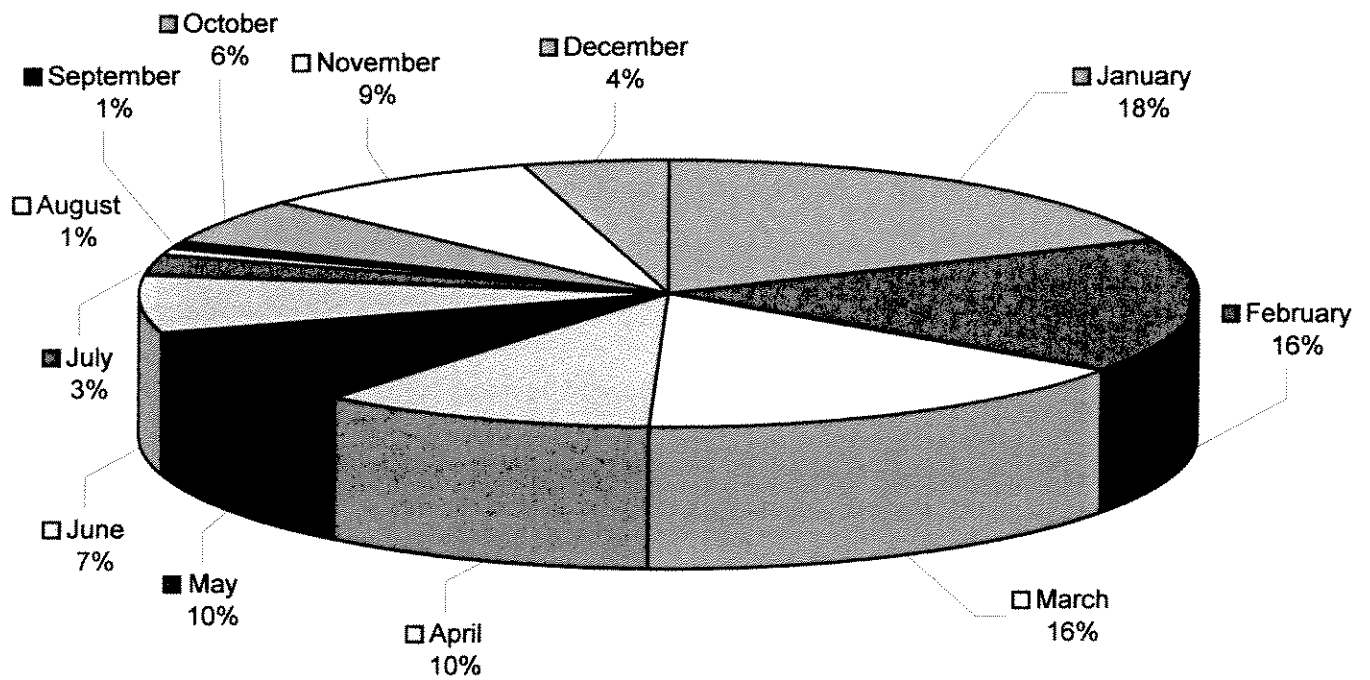
For example, Married=101 index. This means that our target population is 1% more likely than the average to be married.

## 2006-2007 TOTAL PLAN



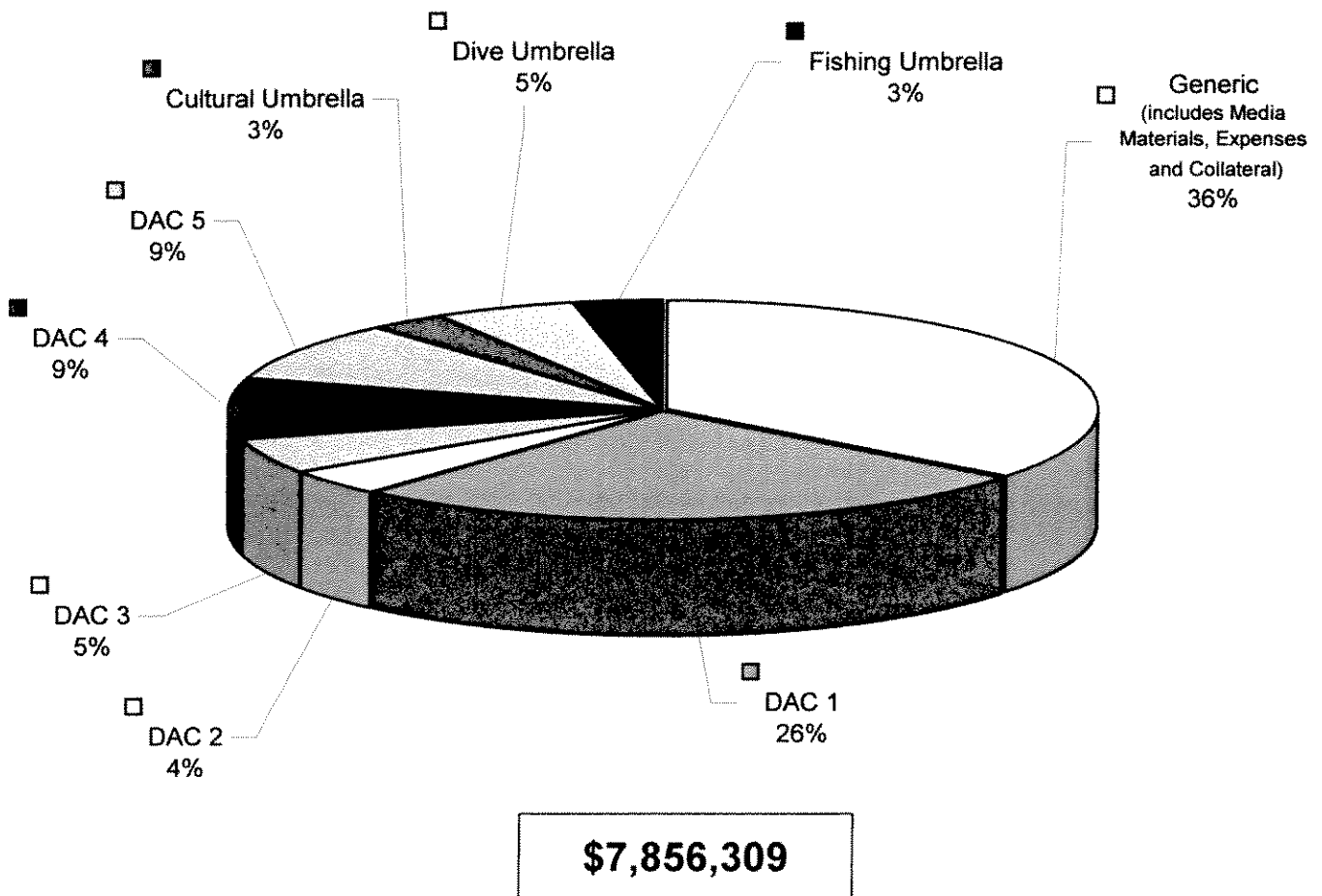
**\$7,856,309**

## 2006-2007 MONTHLY MEDIA SPENDING



**\$6,464,155 Media**

## 2006-2007 ADVERTISING BREAKOUT



## Co-op Advertising

Cooperative advertising was introduced to provide accommodations, businesses, and attractions, direct access to major travel markets at a cost-effective rate.

The co-op program currently has over 100 participants involved in generic, district and umbrella opportunities.

- Due to limited availability, all co-op space and time is on a first come, first served basis.
- Space / time reservations are arranged through your media insertion order form from your agency, and/or your check made out in the full amount for the co-op program you are participating in.
- ONLY Florida Keys & Key West messages are allowed in any co-op ad.
- Magazine. There must be at least four participants for each page. Co-op will be offered in various formats.
- Newspaper Generic. There must be a minimum of 4 participants in each ad.
- Newspaper District. Whether the co-op is display or listing, there must be at least two participants.
- Electronic marketing opportunities.
- All advertising materials must be supplied in accordance with the individual co-op offering.
- The Agency of record will have final creative control. If the Agency feels that any co-op participant has sent material detrimental to the destination or the message does not follow all county ordinances, it will be rejected and all monies will be returned.
- Co-op is initially for bed-tax paying properties only, unless other opportunities are approved and offered for other businesses within the Keys that help promote the destination (galleries, attractions, restaurants etc.)

### **Rates will be divided as follows:**

Accommodation / Attractions

### **Other:**

Contact Tinsley Advertising on rates for businesses not falling into the Accommodations/Attractions category. †

Exact rates will be quoted on individual co-op opportunities to follow.

### **† Co-op Advertising Rate Policy:**

I. The same rate shall be charged for accommodations and tourist attractions due to the advertising value inherent in materials promoting the beautiful surroundings, lush accommodations, historic, eclectic, or other appeal of the properties.

II. Other entities may be charged a higher rate based on the fact that the overhead and direct costs are presumed to differ significantly from those for accommodations and attractions and based on the lower degree of innate value to the promotional material of an entity such as reservation services or other providers of goods and services which are not marketing and presenting the images of the Keys which would be inherent in the accommodations and attractions advertisements.

## COLLATERAL AND FULFILLMENT

The Chambers of Commerce handle all fulfillment requests by the VIS operations. Fulfillment will include pieces provided by the Chambers of Commerce, specific to their district, and other tourism-related collateral.

### Call to Action Phone #'s

- **U.S.A:** 1-800-FLA-KEYS (For brochures).  
This is a consumer line that is answered live at the Chambers during business hours; voice mail after hours.
- **U.K:** 01564-794555 (For brochures, videos or rate guides).  
01564-795333 (Fax)  
This is a United Kingdom/Ireland travel trade line that is answered by our sales staff at Cellet Travel Services.
- **Germany:** 0221-2336-451 (For brochures, videos or rate guides. 0221-2336-450 (Fax) This is a German travel trade line that is answered by sales staff at Get it Across.
- **South America:** 001-305-296-1552 (For brochures, videos or rate guides).  
001-305-296-0788 (Fax)  
This is a South American travel trade line that is answered live at the TDC office during business hours; voice mail after hours.
- **Fishing Umbrella:** 1-888-FISH-KEYS (For fishing tournament guide).  
This is a consumer line that is answered at USA 800. The operator will take the caller's name and address and the tournament guide will be mailed within two days.

### Fulfillment Houses

#### Domestic fulfillment houses

- **USA 800 - Kansas City, MO**  
They control all fishing tournament guide fulfillment.
- **The Monroe County Tourist Development Council Office - Key West, FL**  
They control all trade fulfillment requests as well as trade & consumer show fulfillment.

#### International fulfillment houses

- **BH&P Direct Mail Ltd. - United Kingdom.**  
They are the primary European and Asian fulfillment house. This mailhouse services all of Europe and Asia with the exception of German speaking countries.



- **Presse u. Touristikdienst Nentwich - Germany**

They are the secondary European fulfillment house. This mailhouse services Germany, Austria, and Switzerland.

## Generic Collateral

The following collateral is available for trade shows (travel trade and consumer shows) and are available as downloads\* on the fla-keys.com web site.

**\*Destination/Generic Brochure:** A complete guide on every district, diving, fishing, events, attractions, meeting planners guide. **Description:** 4" x 9" four-color

**Destination/Generic CD:** An interactive CD that includes a button for the new Keys Video, a button for the Destination/Generic Brochure as a PDF File, a button & link that connects to the official TDC web site and a button for maps and screensavers. **Description:** CD & CD Sleeve

**\*Conch Brochure:** A brochure that gives a description of each district with specific attractions, map and Chamber information. Available in English, Italian, Japanese, Portuguese, Spanish, Swedish, French, & German. **Description:** 4" x 9" four color

**\*Meeting Planners Guide:** A guide featuring a beauty shot of participating properties, along with a description and room/facilities chart. Includes map and directional information. **Description:** 8.5" x 11" folded, four color

**Florida Keys & Key West Film Commission Production Guide:** A brochure highlighting location sites, attractions and permit information as well as accommodation and film production related business listings. **Description:** 5.5" x 8.5" four-color B&W inside

## District / Umbrella / Association Collateral:

**Key West Attractions Guide:** A membership listing of the attractions, shopping and visitor centers in Key West. Produced by the Key West Attractions Association. • Available in English, German and Italian. • **Description:** 4" x 9", 8 panels, four-color

**\*Key West Business Guild Brochure:** Key West, "Where there's freedom, there is expression". **Description:** 4" x 9", 16 pg., four-color

**\*Fishing Tournament Guide:** Complete list of Tournaments with date, location and director information as well as fishing & boating information within the Keys. **Description:** 12" x 9", folded 3 panel, four-color

**\*Cultural Magazine:** Magazine featuring a complete calendar of events, articles on cultural aspects of the Keys as well as the visual & performing arts in the destination. **Description:** 8.5" x 11", 16 pages, four-color • Weight: 2.1 oz. • First Class: .63¢ • Bulk: .27¢

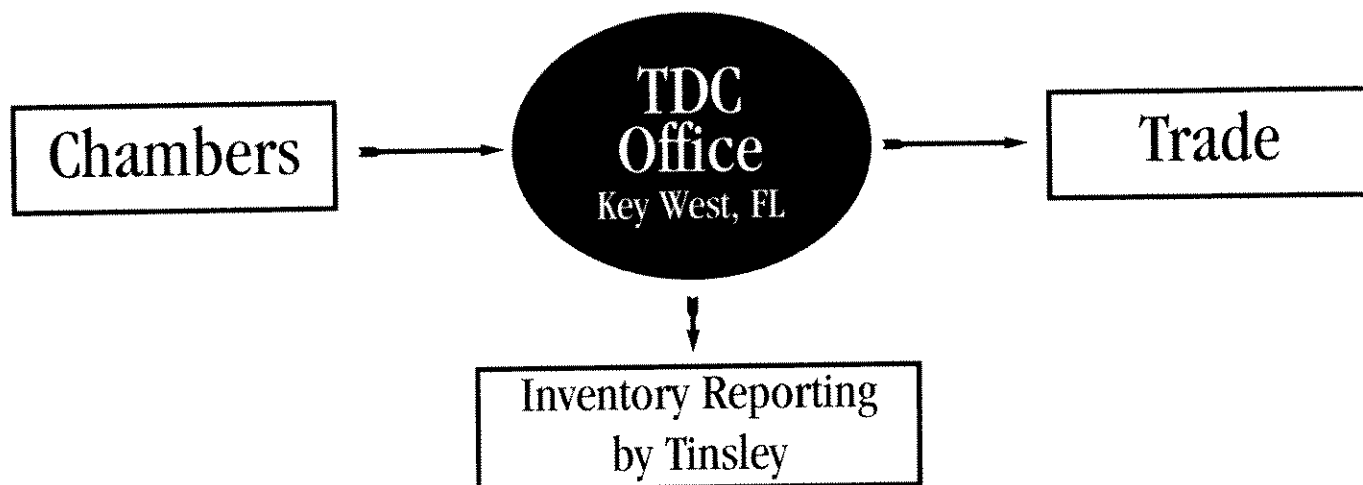
**\*Dive and Snorkeling Brochure:** Includes information about diving and snorkeling in the destination and highlights particular interests per district as well as a complete reefs and wrecks dive map. **Description:** 4" x 9", 16 pages, four-color

# FULFILLMENT PROCEDURES

## DOWNLOAD FROM:

## TO:

## SHIP TO:



## INTERNATIONAL



## CALL TO ACTION



THE FLORIDA KEYS & KEY WEST  
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
**Come as you are<sup>®</sup>**

There are countless destinations able to boast of sun and surf:  
all with hotels, restaurants and various amusements.

For all that, there are few, if any, destinations, that compare with  
the unique charm of the Florida Keys and Key West.

Nowhere does the spirit of live and let live manifest itself so eloquently  
as it does here, in virtually every level of society. And at every level  
of accommodations and amenities.

Early riser or night owl. Fisherman or sun worshipper. Diver or tippler.  
Gourmet or gourmand. Art lover or souvenir hunter.  
Seeker of luxury or connoisseur of funk.

"COME AS YOU ARE"

## GENERIC MEDIA PLACEMENT

- **Consumer Magazines (Dedicated)**

1/2, 1/3, 1/4 and 1/6 page, four-color ads will be utilized to target to the upscale seasoned traveler, both domestically and internationally.

- **Consumer Magazines (FLA USA co-op)**

Co-op participation in consumer magazines and travel trade publications.

Florida International Travel Planner

Florida Official Travel Industry Guide

Florida Official Meeting Planner Guide

Official Florida Vacation Guide (North America Edition)

Official Florida Camping Directory

- **Consumer Magazine (Destination Co-op)**

Full, two-thirds and half page, 4 color ads with destination property participation

- **Internet/E-Marketing**

Search Engine/Search Word listings - Yahoo, Google and Ask.com

Banner advertising and e-mail blasts on several magazines' web sites as added value.

Opt-in direct marketing promotional efforts (e-mail blasts to opt-in subscribers of NYTimes.com, USA Today.com)

Weather.com

FLAUSA.com

GolfPromo.com

- **Television**

National Network Cable :30 second spots on programs targeted to reach the demographic profile:

CNN/Headline News, The Travel Channel, The Weather Channel, History Channel, Home & Garden Television, MSNBC, CNBC, Bravo, Fox News, and The Food Network.

Thirty second TV spots will also be used in-state

- **Newspaper**

Ads placed in the travel sections of top feeder market newspaper, both in state and out of state. Allows for co-op opportunities for individual properties. Pick-ups on Friday Entertainment Sections will also be incorporated in within in-state newspaper efforts.

- **Travel Trade**

Ads to create awareness among travel planners both domestically and international and coincide with major travel shows.

- **Meetings/Groups/Conventions**

Both co-op and dedicated ads will be utilized to increase the potential for The Keys to become a location for small to mid-sized meetings and group travel.

- **Suburban Transit Advertising**

Three Sheet Posters will be utilized in the NY Market in Jan/Feb on Metro North, Long Island Railroad and NJ Path

All efforts will promote traffic to the Florida Keys and Key West web site ([www.fla-keys.com](http://www.fla-keys.com)).

The publications on the media plan are selected based on the following criteria:

- Target audience
- Cost efficiency/cost per response
- Past performance
- Co-op ability

## GENERIC PLAN

### Magazines:

#### Golf Magazine

- Circulation: 860,000
- 1/6 Page 4 Color CPM - \$11.45

Male: 95.0%  
Female: 5.0%  
Median Age: 45.0  
MHHI: \$83,846

#### Islands

- Circulation: 209,078
- Page 4 Color CPM - \$86.81

Male: 49.7%  
Female: 50.3%  
Median Age: 49.1  
MHHI: \$120,800

#### Travel & Leisure – Eastern Edition

- Circulation: 533,000
- 1/2 Page 4 Color CPM - \$44.14

Male: 47.1%  
Female: 52.9%  
Median Age: 50.0  
MHHI: \$121,000

#### Sport Fishing

- Circulation: 153,740
- 1/3 Page 4 Color CPM - \$47.13

Male: 97.7%  
Female: 2.3%  
Median Age: 48.5  
MHHI: \$100,800

#### The Knot

- Circulation: 325,000
- Page 4 Color CPM - \$56.80

Male: 20.0%  
Female: 80.0%  
Median Age: 27  
MHHI: \$63,000

#### Southern Living

- Circulation: 1,913,969
- 1/3 Page 4 Color CPM - \$12.60

Male: 23.0%  
Female: 77.0%  
Median Age: 48.1  
MHHI: \$78,995

#### Islands Destination Weddings & Honeymoons

- Circulation: 175,000
- 2/3 Page 4 Color CPM – \$48.24

Male: 32.0%  
Female: 68.0%  
Median Age: 32  
MHHI: \$65,000

#### Art News

- Circulation: 82,131
- Page 4 Color CPM – \$36.53

Male: 41%  
Female: 59%  
Median Age: 48  
MHHI: \$205,000

#### Conde Nast Traveler- Top 10 Markets Edition

- Circulation: 408,675
- 1/2 Page 4 Color CPM - \$57.57

Male: 43.0%  
Female: 57.0%  
Median Age: 46.2

**The New Yorker**

- Circulation: 1,054,167
- 1/6 Page 4 Color CPM – \$13.65

MHHI: \$133,200

Male: 50.4%  
Female: 49.6%  
Median Age: 51  
MHHI: \$124,007

**Texas Monthly**

- Circulation: 301,418
- 1/3 Page 4 Color CPM – \$37.82

Male: 49.0%  
Female: 51.0%  
Median Age: 41.5  
MHHI: \$73,000

**AAA Going Places**

- Circulation: 2,254,278
- 1/2 Page 4 Color CPM – \$8.26

Male: 40.0%  
Female: 60.0%  
Median Age: 43  
MHHI: \$59,500

**Bon Appetit**

- Circulation: 1,302,311
- 1/3 Page 4 Color CPM – \$18.74

Male: 28.2%  
Female: 71.8%  
Median Age: 45.8  
MHHI: \$85,161

**AAA World**

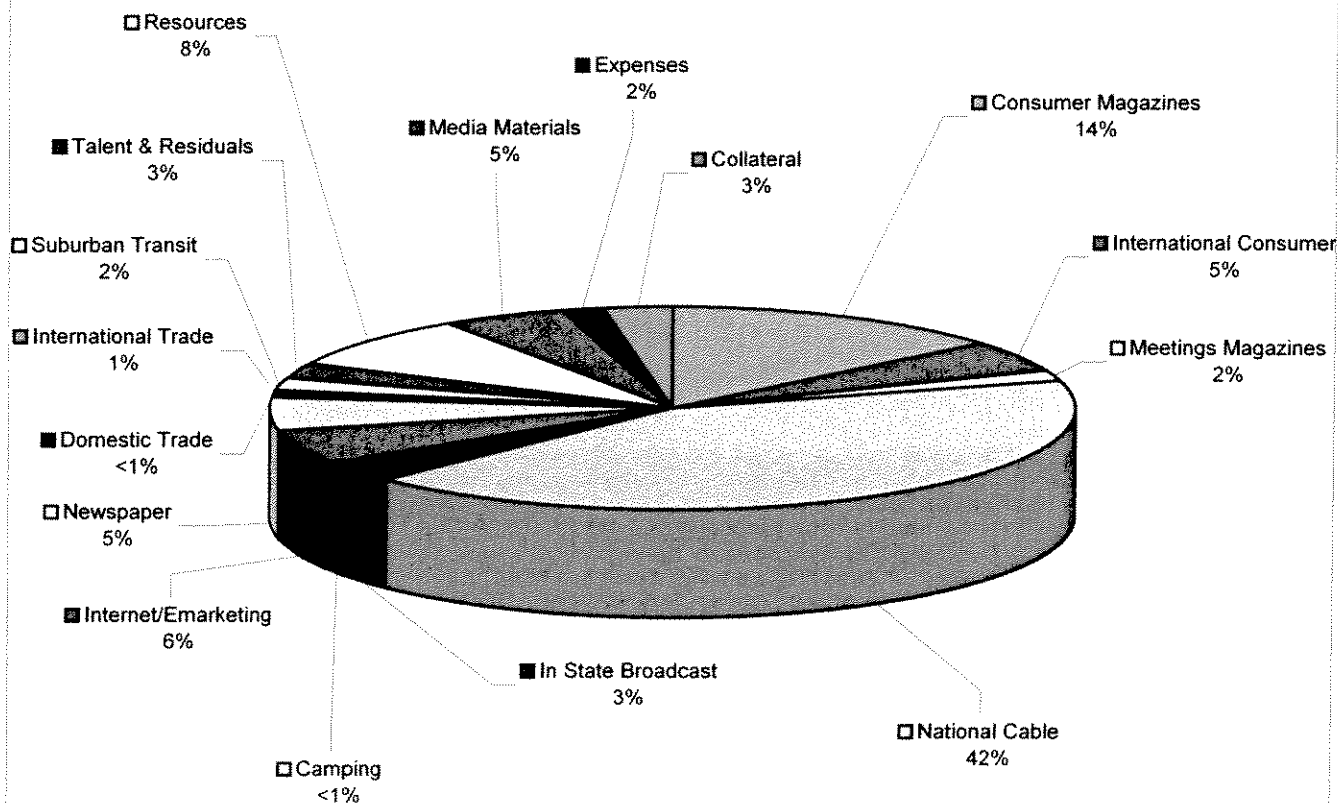
- Circulation: 2,098,000
- 1/6 Page 4 Color CPM – \$3.23

Male: 44%  
Female: 56%  
Median Age: 53.3  
MHHI: \$90,500

Source: MRI Fall 2005  
2005 – Monroe Mendelsohn,  
Subscriber Study 2005,  
Mark Clements Subscriber Study 2004  
(Art News)



# Generic 2006-2007 Media Spending by Category



**\$2,980,000**

2006/2007 GENERIC MEDIA PLAN										To Be Ordered Media	Ordered Media
* Christmas (12/25) * New Year's (1/1) * MLK Day (1/16) * Presidents Day (2/20) * Memorial Day (5/29) * 2nd Day (7/4) * Labor Day (9/4) * Mid-Labor Season (7/26-29)											
* Valentine's Day (2/14) * Easter (4/8) * Grand Prix (5/1) * Free Day (7/26) * Labor Day (9/4) * Mid-Labor Season (7/26-29)											
* Advertising Day (10/18) * Halloween (10/31)											
* Monday thru Sunday week											
* Tuesday Season (8/6-3/31)											
* Advertising Day (10/18)											
* Halloween (10/31)											
* Thanksgiving (11/24)											
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2006/2007 GENERIC MEDIA PLAN													To Be Ordered Media	Ordered Media
* Christmas (12/25) * New Year's (1/1) * MLK Day (1/16) * Pres Day (2/29) * Easter (4/8) * Memorial Day (5/29) * Ind Day (7/4) * Labor Day (9/4) * Met-Labor Season (7/26-7/29)														
Calendar	Oct '06	Nov '06	Dec '06	Jan '07	Feb '07	March '07	April '07	May '07	June '07	July '07	Aug '07	Sept '07		
<b>THE FLORIDA KEYS &amp; KEY WEST</b> <b>GENERIC</b> 2006/2007 Media Plan * Monday thru Sunday weeks * Columbus Day (10/12) * Halloween (10/31) * Labor Season (8/6-3/31)	25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31		
<b>MEETINGS/CONVENTIONS CO-OP</b> Florida Travel * Planners also featured in Georgia Travel 57,037	25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31		
<b>MEETINGS/CONVENTIONS CO-OP</b> Successful Meetings Meetings South Florida Official Meeting Planner Guide (Visit Florida/World International Published in April and October) 22,067	25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31		
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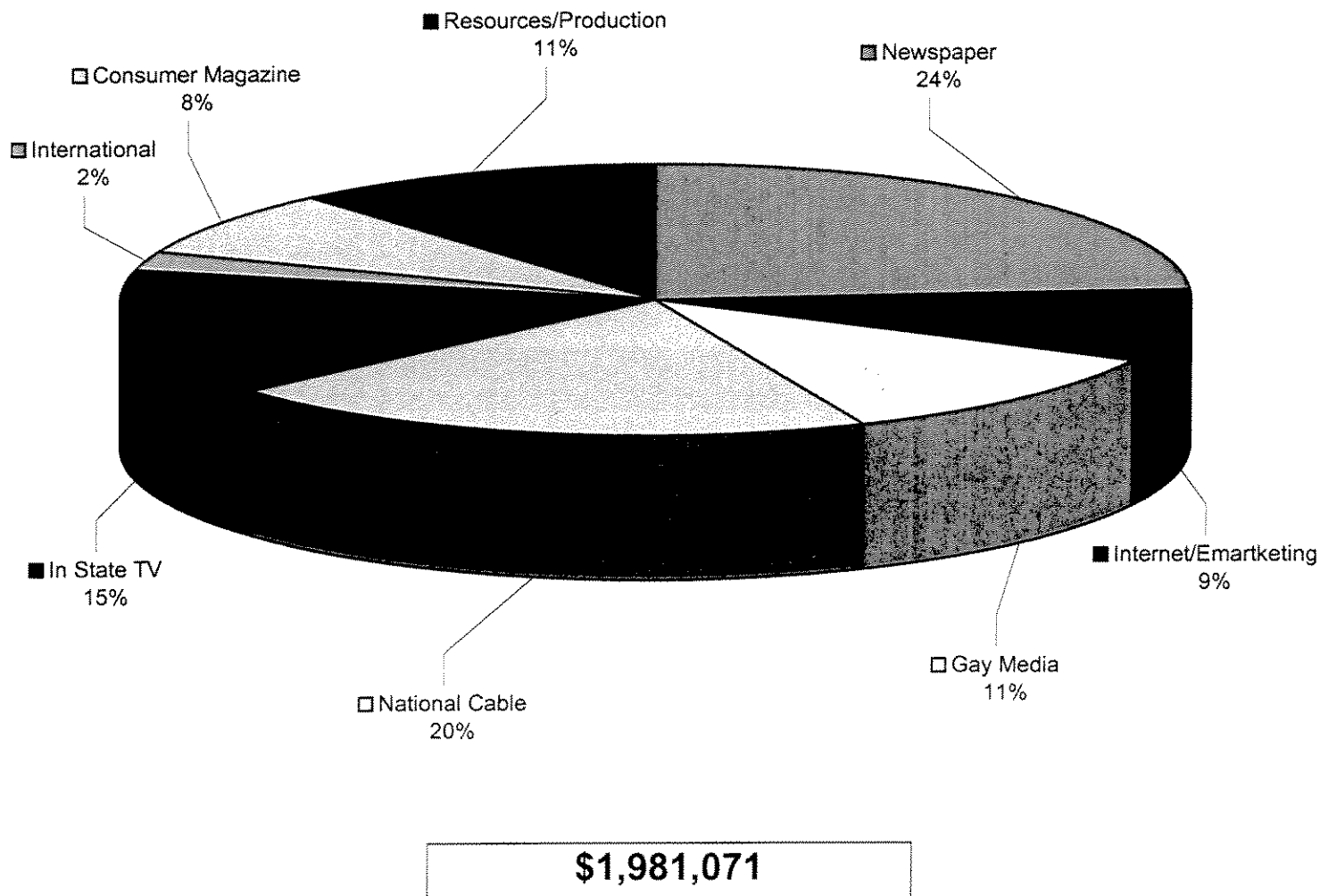
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the uncommonplace  
**KEYWEST®**

"It is a curious place this Key West. Closer to Havana  
than to Miami. The southernmost city in the U.S.  
and by far the most unique."

## DAC 1

### 2006-2007 Media Spending by Category



2006/2007 DAC1-KEY WEST MEDIA PLAN												To Be Ordered Media =		Ordered Media =							
* Christmas (12/25)												* New Year's (1/1)		* Grand Prix (Bd)		* Memorial Day (5/28)		* End Day (7/4)		* Labor Day (9/4)	
* Columbus Day (10/10)												* Thanksgiving (11/24)		* MLK Day (1/16)		* Spring Break		* Summer Break 5/1-10		* Summer Break 6/1-12	
* Monday thru Sunday weeks												* Nov 24		* Dec 24		* Jan 1		* Feb 1		* Mar 1	
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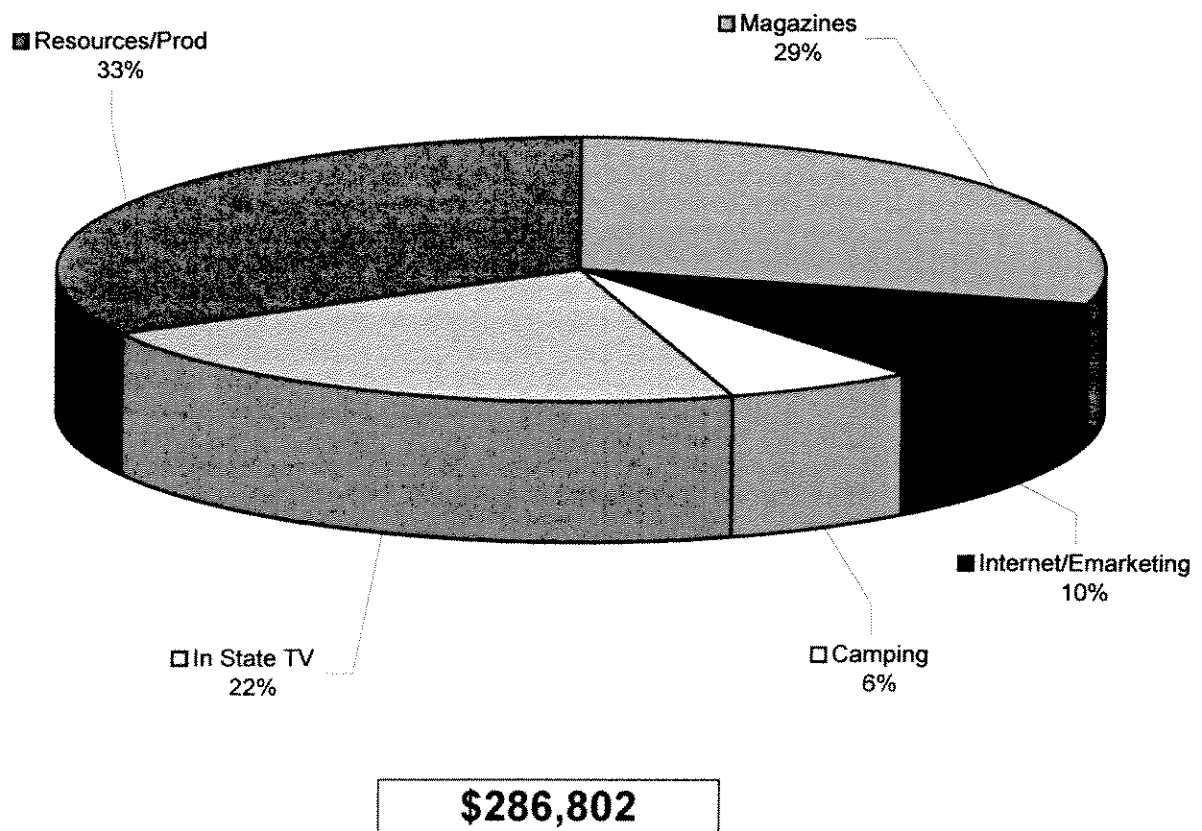


"The islands and islets of the Lower Keys are a natural escape for travelers and exotic species of wildlife alike. Sun-filled days and quiet nights await you in this tropical American paradise."

Camping • Eco-tourism • Diving • Fishing

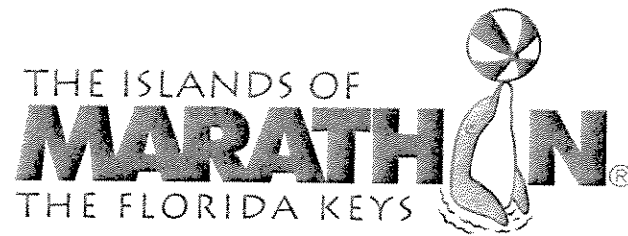
## DAC 2

### 2006-2007 Media Spending by Category



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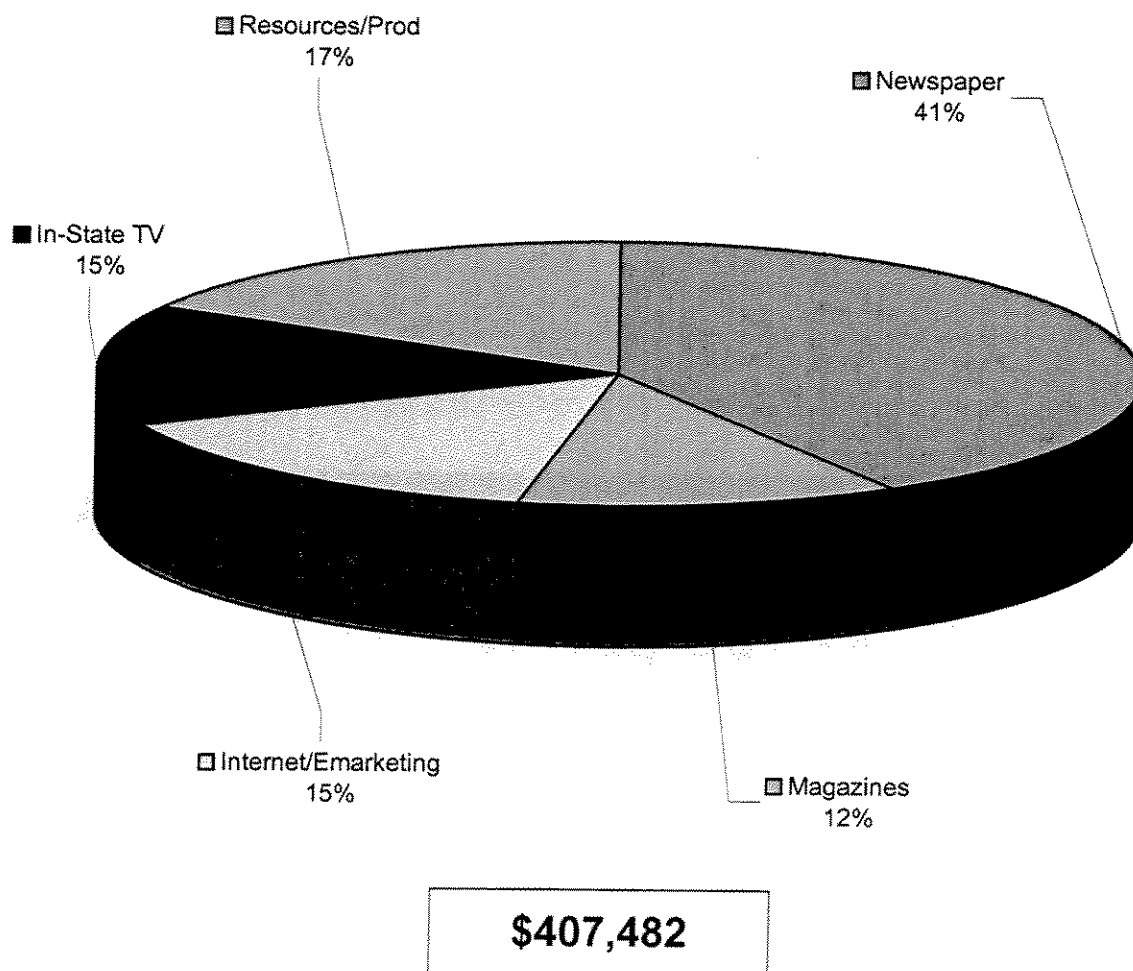
2006/2007 DAC2/BIPINE KEY&LOWER KEYS MEDIA PLAN												To Be Ordered Media =		Ordered Media =																					
THE FLORIDA KEYS & KEY WEST DAC2 - LOWER KEYS												* New Year's (1/1) * Pres Day (2/20)		* Memorial Day (5/26) * 1st Day (7/4)		* Labor Day (9/4)																			
2006/2007 Media Plan												* Christmas (12/25)																							
* Monday thru Sunday weeks												* Columbus Day (10/10)		* Thanksgiving (11/24)		* MLK Day (1/16)		* Easter (4/6)																	
* Tuesday (10/31)												* Wednesday (10/10)		* Thursday (10/10)		* Friday (10/10)		* Saturday (10/10)																	
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2006/2007 Media Plan												OCT		NOV		DEC		JAN		FEB		MAR		APRIL		MAY		JUNE		JUL		AUG		SEPT	
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"Some undeniable yearning in the human spirit knows  
the restorative powers of peace, quiet and warmth.  
In the Keys we will be at home. In Marathon we are in the heart  
of the Keys, and you can even fly in."

## DAC 3

### 2006-2007 Media Spending by Category





2006/2007 DAC3/THE ISLANDS OF MARATHON MEDIA PLAN												To Be Ordered Media		Ordered Media																					
THE FLORIDA KEYS & KEY WEST DAC3 - MARATHON												* Grand Prix (6/4) * Press Day (2/20)		* Memorial Day (5/26) * Ind Day (7/4)		* Mar-Labor Season (7/28-7/29)		* Labor Day (9/4)																	
2006/2007 Media Plan												* Thanksgiving (11/24) * Columbus Day (10/10)		* New Year's (1/1) * Christmas (12/25)		* MLK Day (1/16) * Spring Break		* July 07 * Aug 07 * Sept 07																	
* Monday thru Sunday weeks												* Oct 06		* Nov 06		* Dec 06		* Jan 07		* Feb 07		* March 07		* April 07		* May 07		* June 07		* July 07		* Aug 07		* Sept 07	
* Oct 06												* Nov 06		* Dec 06		* Jan 07		* Feb 07		* March 07		* April 07		* May 07		* June 07		* July 07		* Aug 07		* Sept 07			
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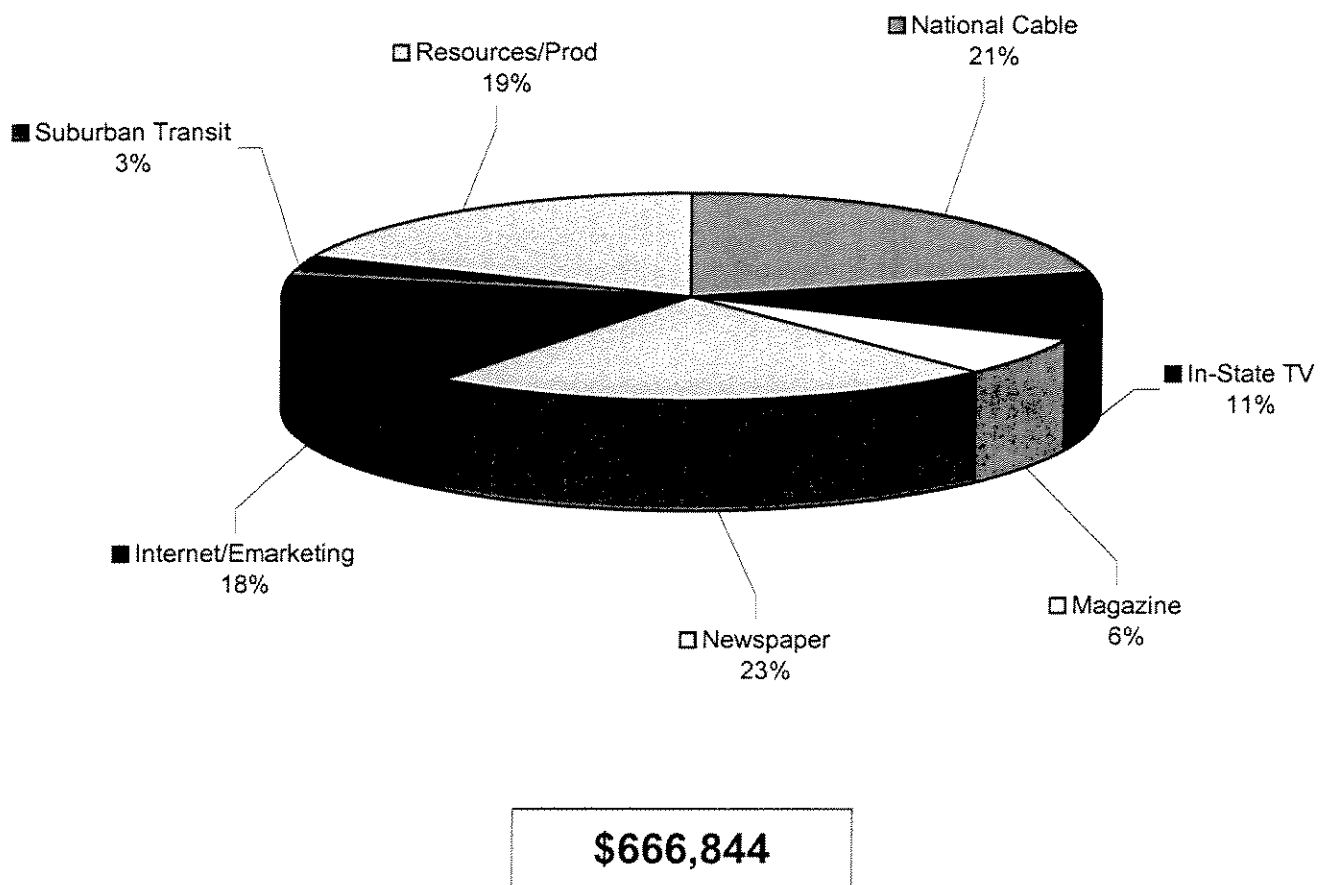
2006/2007 DAC3/THE ISLANDS OF MARATHON MEDIA PLAN												To Be Ordered Media =	Ordered Media =
THE FLORIDA KEYS & KEY WEST DAC3 - MARATHON													
2006/2007 Media Plan													
*Monday thru Sunday weeks													
* Columbus Day (10/10)													
* Thanksgiving (11/24)													
* New Year's (1/1)													
* MLK Day (1/16)													
* President's Day (2/20)													
* Easter (4/8)													
* Memorial Day (5/29)													
* Independence Day (7/4)													
* Labor Day (9/4)													
* Grand Prix (8/4)													
* NW-Lakeview Season (7/28-7/29)													
* Christmas (12/25)													
* Halloween (10/31)													
* School Closures:													
Oct 06: 25, 02, 09, 16, 23													
Nov 06: 13, 20, 27, 04, 11, 18, 25, 02, 09, 16, 23													
Dec 06: 13, 20, 27, 04, 11, 18, 25, 02, 09, 16, 23													
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Feb 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Mar 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Apr 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
May 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Jun 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Jul 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Aug 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Sep 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Oct 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Nov 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Dec 16: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
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Feb 17: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Mar 17: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Apr 17: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
May 17: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
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Mar 20: 05, 12, 19, 26, 05, 12, 19, 26, 05, 12, 19, 26													
Apr 20: 05, 12, 19, 26, 05, 12, 19, 26, 05,													



"Islamorada's past is checkered by a romantically rag-tag lot of Spanish explorers, Calusa Indians, itinerant fishermen, pirates, sailors, salvors, treasure hunters, Bahamians, sybaritic expatriates from up North and people who just generally want to escape."

## DAC 4

### 2006-2007 Media Spending by Category



THE FLORIDA KEYS & KEY WEST DAC4 - ISLAMORADA										2006/2007 DAC4/ISLAMORADA MEDIA PLAN										To Be Ordered Media										Ordered Media																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
2006/2007 Media Plan										Grand Prix (8d) * Pres Day (2/20)										(48) * Easter										* Memorial Day (5/29) * Ind Day (7/4)										* Mid-Locker Season (7/26-7/29)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
* Monday thru Sunday week										* Thanksgiving (11/24)										* New Year's (1/1)										* Christmas (12/25)										* Labor Day (9/4)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
* Columbus Day (10/9)										* MLK Day (1/18)										* Feb Day (2/20)										* March Day (3/12)										* April Day (4/15)										* May Day (5/1)										* June Day (6/1)										* July Day (7/1)										* Aug Day (8/1)										* Sept Day (9/1)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Oct 06										Nov 06										Dec 06										Jan 07										Feb 07										Mar 07										Apr 07										May 07										Jun 07										Jul 07										Aug 07										Sept 07																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418										Circ. 1,594,138 1,001,662 783,194 651,684 294,600 382,439 227,171 234,237 119,247 625,000 301,418									

[illegible]

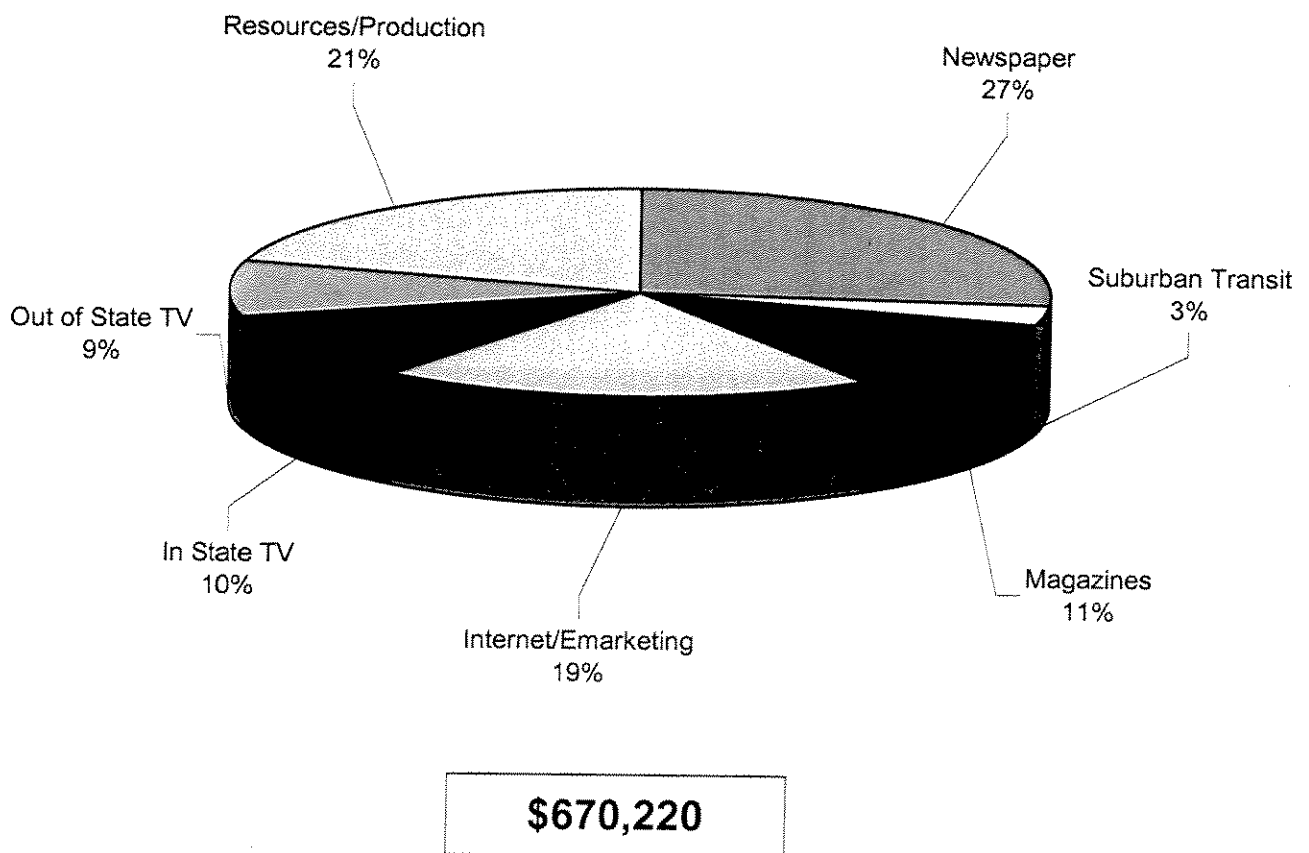
# KEY LARGO<sup>SM</sup>

*Stay down longer in The Florida Keys*

"There's something magical about Key Largo. The mere mention of it conjures up romantic images of Bogey & Bacall, and makes you want to come down and create some memories of your own."

## DAC 5

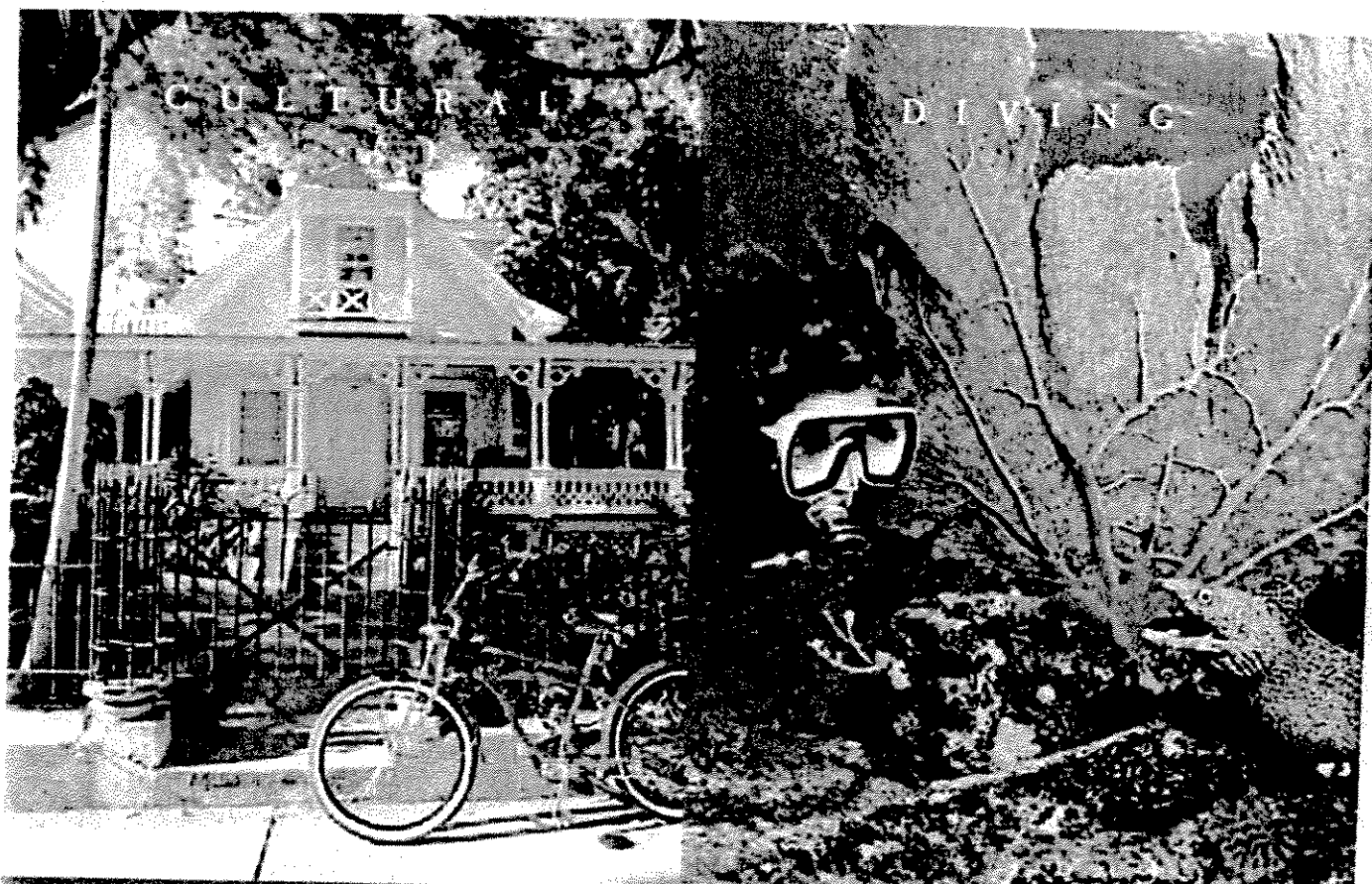
### 2006-2007 Media Spending by Category





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CULTURAL DIVING



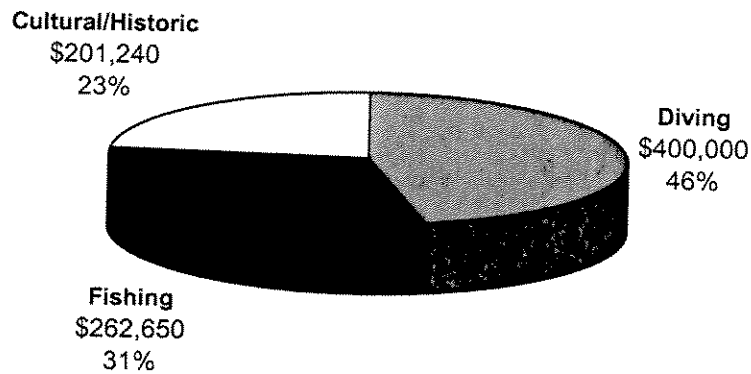
FISHING

UMBRELLAS

## UMBRELLAS

Consumer Magazines: Targeted specifically to cultural/historical, diving and fishing markets.

**2006 - 2007 Umbrella Spending**



[illegible]

2006/2007 DIVE UMBRELLA MEDIA										To Be Ordered Media =	Ordered Media =
THE FLORIDA KEYS & KEY WEST DIVING UMBRELLA										* Mini-Lobster Season (7/28-7/29)	* Labor Day (8/4)
2006/2007 Media Plan										* Memorial Day (5/28)	* Ind Day (7/4)
* Columbus Day (10/10)										(4/6) * Easter	
* Halloween (10/31)										* Christmas (12/25)	
* Thanksgiving (11/24)										* New Year's (1/1)	
* MLK Day (1/16)										* Pres Day (2/20)	
* Dec 26											
* Nov 26											
* Nov 19											
* Nov 12											
* Nov 5											
* Oct 29											
* Oct 22											
* Oct 15											
* Oct 8											
* Oct 1											
* Sep 24											
* Sep 17											
* Sep 10											
* Sep 3											
* Aug 27											
* Aug 20											
* Aug 13											
* Aug 6											
* Jul 30											
* Jul 23											
* Jul 16											
* Jul 9											
* Jun 25											
* Jun 18											
* Jun 11											
* Jun 4											
* May 28											
* May 21											
* May 14											
* May 7											
* Apr 30											
* Apr 23											
* Apr 16											
* Apr 9											
* Apr 2											
* Mar 26											
* Mar 19											
* Mar 12											
* Mar 5											
* Feb 28											
* Feb 21											
* Feb 14											
* Feb 7											
* Jan 31											
* Jan 24											
* Jan 17											
* Jan 10											
* Jan 3											
* Dec 27											
* Dec 20											
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* Nov 29											
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* Oct 25											
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* Sep 27											
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* Columbus Day (10/9) * Halloween (10/31) * Christmas (12/25)										* New Year's (1/1) * MLK Day (1/16)		(4/8) * Easter	
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## Measurability

- a) Internet click throughs will be monitored and tracked monthly with placement of advertising. (Recommend BPA auditing)
- b) Inquiries from trade/meeting publication advertising produces leads to the sales division and directly to lodging industry. The sales division will track these.
- c) VIS phone calls (area of dominant influence) will be traced to media placement.
- d) We will track the geographic and demographics of potential visitors to see if advertising is hitting the market.
- e) Conversion studies will be developed by the TDC Market Research Department to measure the effectiveness of selected media to actual visits.
- f) Specific URLs will be placed on select print media at various times throughout the year to gauge consumer response to advertising.

Different tracking opportunities will come up during the fiscal year. We will keep all opportunities open to take advantage of these methods.

## **J. SALES**

### **Introduction**

The sales team is comprised of individuals who work primarily in the field, within identified existing markets and potential growth markets. The sales staff interfaces one on one with the travel trade, which includes travel agents, tour operators, incentive planners, meeting planners and receptive operators. The staff also works with state and regional tourist bureaus along with ground, air and sea travel specialists and limited direct consumer shows, promoting the Florida Keys & Key West as a destination.

Though the sales team effort acts in concert with the efforts of advertising, public relations, and research, the sales effort is specialized and uses methods unique to the field of sales. These methods will be discussed in greater detail within the body of this sales plan for fiscal year 2006-2007.

### **Objectives**

1. To create and maintain a strong level of excitement, product knowledge and demand for the destination among travel trade professionals and consumers.
2. To insure that these travel trade professionals act as an extended sales and marketing arm by promoting the Florida Keys and favorably influencing consumer destination choices.
3. To provide the trade and the lodging industry assistance and professional support utilizing all tools, personal skills, venues and methods available to us in an effort to achieve profitable end results for the destination.
4. To facilitate and liaise booking activity between the lodging/attractions industry and the travel trade buyers of product.
5. To interact with sales and marketing personnel throughout the Keys within the local lodging/attractions industry and participate in idea exchange, seek feedback regarding market activity and garner industry support in selling the destination.
6. To maintain a strong alliance with, and act in concert with, our industry partners to project a unified sales force image among the travel trade and allow for cross selling and/or referrals within Monroe County.
7. To research, target and implement sales and promotional activity in secondary emerging markets both domestic and internationally.

8. To promote specialty or niche market opportunities within the destination.

## Goals

1. Increase domestic sales efforts in targeted, specialty consumer events. (i.e. bridal/honeymoon, gay and lesbian, soft adventure markets)
2. Increase promotions in the incentive division of meetings market.
3. Increase distribution of electronic newsletter to the travel trade.
4. Develop one on one sales presentations to meeting planners in the SE.
5. Develop two "own a city" campaigns targeting the Northern New Jersey suburban area, and the golden horseshoe area surrounding Toronto.
6. Establish an inventory of small boutique hotels and historic inns to travel trade industry.
7. Develop an international "see for yourself" familiarization campaign to the Keys.
8. Develop one international sales mission.
9. Develop a sales mission geared towards educating and updating AAA travel counselors in the FL and SE marketplaces.
10. Develop sales promotions for the new air service in the Florida Keys Marathon airport.

## Staff Responsibilities

Director of Sales	Department administration. Oversees sales staff activity and reporting in both international and domestic markets as well as specialty markets, i.e. dive, fishing, and gay travel. Oversees activity of sales offices based in the UK and Germany. Develops and implements annual sales plan under budgetary guidelines. Liaises with the advertising agency, public relations agency, research department, fulfillment houses in Key West, the UK, Germany, Visit Florida, Visit USA Committees, trade professionals and journalists.
Sales Manager	Responsible for implementing sales plan activity for domestic travel targeting feeder markets in the United States and Canada. Works with Domestic Tour operators, consumers and retail travel agents. Focuses primarily on Northeast, Midwest, Central Atlantic, Southern Atlantic, and Florida, and other geographical areas as outlined by the Director of Sales.
Sales Manager	Meetings & Conventions market. Works with corporate, national and state association planners and incentive planners to generate group business for the Keys. Provides additional assistance with retail travel agents and consumer events. Handles DEMA in conjunction with dive umbrella.
Sales Manager	International Market. Responsible for implementing sales plan activity in Europe, Canada and Latin America. Provides support for retail agents, tour operators, and US based receptive operators. Works closely with sales offices in the UK and Germany in the implementation of our international sales plan.
Sales Manager	(Part time) Responsible for implementing sales plan activity in gay market. Participates in trade and consumer oriented exhibits and workshops targeting gay and lesbian travelers and agencies specializing in gay and lesbian travel programs.
Sales Manager	(Part time) Responsible for planning, coordinating and staffing a destination booth at specialty market expos as outlined by the Director of Sales.
Cellet Travel Services, Ltd.	Maintains Florida Keys dedicated phone line for United Kingdom, Scotland, and Ireland. Participates in tradeshow, and provides support for trade professionals and consumer interests. Coordinates fulfillment orders with fulfillment house in the UK.. Assists in sales missions and initiates sales calls. Liaises with KBC PR agency.

Cellet Travel Services, Ltd.	Maintains Florida Keys dedicated phone line for Germany, Austria, Switzerland. Participates in tradeshow, and provides support for continued trade professionals and consumer interests. Coordinates fulfillment orders with fulfillment house in Frankfurt. Assists in sales missions and initiates sales calls with the assistance of a German sub-agency called Get It Across Marketing. Also liaises with Mikulla Goldman PR agency.
Sales Assistant	Provides administrative support for all sales staff. The sales staff is responsible for planning, organizing, and executing sales activities as they relate to trade shows, sales missions, presentations, fam trips, sales calls and coordinating and encouraging industry participation.

The sales staff provides on going customer support through telemarketing, trade fulfillment, sales calls, site visits, presentations, electronic promotions, familiarization trips and general assistance. Each manager provides a report following each venue and organizes all leads generated as a result of a sales promotional event or trip for processing by the sales assistant and forwarding to the industry for follow-up.

The sales staff reports to the Director of Sales and the Director of Sales reports directly to the Marketing Director of the Monroe County Tourist Development Council.

## Methods of Sales

**Trade Shows** - Organized and established exhibits domestically & internationally. Normally the format is standard full booth (10' X 10') or (8' X 10') pipe and drape, trade table (jr. booth), counter top (approx. 3 feet counter space only), or table top (6 foot table). In some cases, the booth would be customized to accommodate the size of our Keys delegation. Trade shows provide a gathering of travel brokers/press who take the opportunity to meet with exhibitors (known as suppliers) and gather pertinent information with regards to destinations, accommodations, attractions, airlines, rental cars, cruise ships, or any travel industry product. They provide a very effective means of making contact with a significant number of interested buyers within a few days time or the length of the exhibit. Normally, trade shows are brisk in activity and buyers seek out exhibitors they are interested in doing business with. Trade shows are attended by travel agents, tour operators, receptive operators, meeting planners, journalists, and consumers depending on the show format. Where possible, we exhibit in the Visit Florida section. Tradeshow provide an opportunity to meet new customers and renew personal relationships with existing customers. They also provide an opportunity to discuss any problems a client might be having or address specific needs of that client. Trade shows provide a venue for many introductions to the industry participants and even in participant absence, an opportunity to record leads for follow-up after the show. Trade shows are essential in the travel industry. An inordinate amount of business is booked worldwide either right on the spot or as a result of follow-up.

**Sales Missions** - Sales Missions are comprised of an organized delegation of sales people of a common grouping who travel as a group to a specific geographic area to meet face to face with customers. Some common activities of a sales mission are appointment calls taking place within the client's office environment to discuss the various products represented. The mission may also include hosted breakfast/lunch/reception/dinner training seminars and product presentations to the trade. Typically, this format is by invitation only to pre-qualified agents or meeting planners. A hosted reception is often appropriate and provides a casual atmosphere in which to network, but with the clear objective being product exposure. Missions are commonly organized by Visit Florida and open to statewide participation. Many times, we organize our own Keys mission with Keys industry. Both are very valuable venues. Almost without exception, the trade customers we meet with are genuinely responsive, courteous, interested and even grateful.

**"Destination Days"** occur when representatives from a destination set up a tradeshow environment within a tour operator, airline reservation center or incentive planners office. Presentations are given to the sales/reservations agents on how to promote our destination to their clients and consumers, and to update them on new product and current events associated with the travel industry.

**Sales Calls** - Sales calls are comprised of visits to travel trade offices where an appointment is held, or in a restaurant where the destination representative invites the point of contact to share a meal. Sales calls can be executed by an individual or in a small grouping of sales people. Sales calls are effective and the customer is usually pleased that the sales person has taken the time to visit them personally and provide materials such as brochures, videos, etc. Though their agencies and offices are most often busy and hectic with the day's transactions, they are usually hospitable and will make time for you with few exceptions. The downside of sales calls is that it can sometimes be difficult to see more than 3 or 4 planners daily depending on the length of the call. Sales calls are the most effective method of establishing or maintaining a relationship with a valued customer.

**Familiarization Trips** - Familiarization trips are the optimum opportunity to showcase your product first hand. These trips are organized and attendees include travel trade professionals who have been qualified beforehand. The average size is 15 -20 participants but can vary. They will generally have a local escort from the tourist bureau or a hotel may choose to solely organize their own fam. Fams are generated from a variety of sources: Airlines, tour operators, state and regional tourist bureaus, travel agencies, corporate hotel chains, etc. Fams are golden opportunities to help these professionals sell your product by experiencing it firsthand. We in the Florida Keys get very creative with our fams and follow the philosophy that we do not want the participants to spend all of their time inspecting hotels, but to experience what the destination itself has to offer in the way of attractions, activities, gardens, museums, watersports, nature, architecture, history, etc. Hotels have the opportunity for exposure by hosting meals and doing brief presentations and/or providing complimentary lodging. All meals, accommodations and activities are sponsored either by the lodging/attractions industry or by the TDC, resulting in no significant costs to the fam participants. Fams are most always a very positive experience. The downside is dependency on fair weather, securing lodging during peak occupancy periods and fams are usually short 1 - 3 nights. The participants cannot see or experience all there is. Fam opportunities arise frequently throughout the year.

**Direct Mail** - Direct mail refers to a specific mail campaign offering a special promotion, or it can be as simple as following up with fulfillment and a letter to a set of leads. Direct mail can be a tickler, a reminder to the trade to keep your product in the forefront. Direct mail can be targeted to any market, trade or consumer. It can be a very effective tool.

**Electronic Marketing-** Electronic promotion of our destination using various internet media including: e-newsletters, brochures, postcards and online sales presentations. E-marketing is cost effective, reaches an audience that staff would not be able to physically visit, available across every time zone during business hours, is targeted and trackable. This is an excellent follow up tool to sales missions, trade shows and keeps established clientele informed on destination updates. It can also be used as an educational source for meeting planners, travel agents and tour operators.

**Telemarketing** - Telemarketing is any sales activity that takes place over the phone. It can be proactive and soliciting or simply responsive and reactive providing necessary sales support. The TDC sales office, the media hotline at SNA, the Chambers' VIS lines, and the dedicated UK and German lines are the telemarketing centers of our organization.

**Co-operative Programs** - The sales department offers many co-operative delegate programs to the Keys tourism industry as does Visit Florida. Co-op booth space provides a more affordable opportunity to exhibit than to contract independently with the show organizers. Many show regulations provide for this type of arrangement, but some organizers do not. Keys industry participants join in the destination booth and have the opportunity to sell not only the destination but their product as well. Fees vary from show to show. We have had great success with this approach throughout the recent years. Additionally, we frequently offer brochure distribution opportunity when it is not feasible to offer delegate participation.

**Sponsorships** - We are sometimes approached for sponsorship support. A sponsor normally funds a function or event in return for market exposure of some sort. Sponsorships may range from a small-scale activity such as a coffee break to a large-scale event such as a trade function sponsor. All sponsorship participation must be evaluated by its potential benefits.

**Lead Generation** - The sales staff accumulates leads as a result of almost every effort we make, whether it is sales calls, missions, trade shows, or incoming office inquiries. The leads are passed along to the industry either via e-mail with the post trip report or via fax. Timely processing and distribution of leads is a critical component. The leads may vary in quality, but each lead is distributed as a result of a direct request from a travel professional. Sometimes this includes consumers as well.

**Follow-Up** - Once leads have been obtained and distributed to the industry, follow-up to both our industry partners as well as to the travel trade is essential in determining the results of a sales effort. Lead follow up can be accomplished through different methods including: contacting travel trade to determine action steps taken as a result of our meeting, contacting meeting planners to determine how many properties responded to their request for proposal or contacting trade partners to determine booking volume as a result of a training or sales call to a reservation call center.

## INTERNATIONAL MARKET OVERVIEW

The international market has been challenged during the past year, as various outside factors have negatively influenced travel to Florida and more specifically, the Florida Keys. Factors effecting stagnant visitation include media coverage of the past two storm seasons, fuel surcharges assessed on some long haul airline routes, lack of allotments and subsequent increase in room rates for the tour operators, as well as confusion with regard to the visa waiver program requirements. The family markets in both England and Germany have become price resistant even with the favorable exchange rate, and the populace that actively pursued the theme park vacation has now outgrown that desire. This is a cyclical phenomenon that effects family travel for a few years before the next wave of families with younger children will discover the lure of animated entertainment while vacationing.

Due to the transitions within our traditional markets, we will actively promote the diversity of our lodging facilities, attractions and cultural offerings to those travelers seeking a holiday that is completely unique. Our smaller historic inns, village like atmosphere, artisans in residence and exquisite cuisine all create an experience that stands out from a typical Florida holiday. The introduction of self catered lodging product has been well received by the international tour operators who view the concept as a way to increase average length of stay and generate increased revenue for both buyer and seller. The travel trade has confidently reported that buyers of self catered product will continue to support our restaurant industry, as these vacationers are not interested in the drudgery of cooking and cleaning while on holiday, most especially in a foreign country.

While Britain continues to be our top long haul international market, we have experienced a record increase in the number of visitors originating from secondary markets including Ireland, Italy, the Netherlands and Scandinavia. Each of these regions is enjoying increased lift to Florida, and increased competition from air carriers. U. S. based carriers are now putting their marketing dollars towards the international market as they view it as their best return on investment. Competitive air fares coupled with the favorable exchange rate are stimulating visitors from these regions to consider Florida for their summer holiday. A typical vacation would include a few days in the theme parks, but then seek a unique experience that includes interacting with the natural habitat, cultural exchanges through music, food and art, as well as experiencing the scenic overseas highway. Visitors from these countries take their summer holidays between late July and mid September which helps us overcome the deficits we predictably face during those late summer months.

A concentrated promotional campaign highlighting our unique lodging options, the diversity of attractions and activities within the destination as well as our cultural and historic significance will continue to stimulate interest in the Florida Keys and set us apart from other in-state destinations.



## **Profiles**

Resources used in the information provided below includes Visit Florida Research Department, the Travel Industry Association of America, the U.S. Commercial Service, Visit USA Committees and the various U.S Embassies

### **I. EUROPE**

#### **BELGIUM**

##### **International Traveler Profile**

- U.S. continues to be the top long-haul destination
- California, New York and Florida are the favored areas to visit
- Average length of stay is 13 nights, and a majority choose fly/drive holidays
- Average age of long haul traveler is 45-54 years old
- Belgians travel from June through mid-September
- Belgian travelers are independent, seeking tailor-made trips.

##### **Travel Preferences and Trends:**

- The potential Belgian traveler will research about a possible destination in the US before making their travel plans.
- Belgian incomes allow for a high level of disposable income to be spent on long-haul travel
- Seeking more "Adventure Vacations" vs. strictly beach activity

##### **Economic Considerations and Political Trends:**

- Belgium economy remains stable, with Brussels being the capital of EU.
- Four main airlines AA, CO, Delta and UA offer daily flights to the US.
- TUI and Thomas Cook (Belgian Tour Operators) control 80% of Belgian travel market, With sales to the U.S. increasing by 20% since 2004
- Belgium has the seventh highest per capita income worldwide

#### **DENMARK**

##### **International Traveler Profile:**

- US remains favored choice for long haul destination
- California, Florida and New York are the top three travel destinations
- Fly/drive packages most popular
- Average length of stay is 14 nights

##### **Travel Preferences and Trends:**

- Tour Operators are still used for long haul travel arrangements
- Travelers are becoming more adventurous, looking for more unique experiences
- Danes enjoy long road trips, making the Overseas Highway a 'must see and do' for this market

#### Economic Considerations and Political Trends:

- Delta and Continental announced direct flights from Copenhagen to Newark and Atlanta, making connections into the Florida Keys very easy.
- Most Danes already carry the biometric passport, making entry into the U.S. easy
- Visitor arrival figures to the U.S. have risen by 20% in the past year
- Denmark's standard of living, with a GDP of USD 40,650 is among the highest in the world

### FRANCE

#### International Traveler Profile:

- US remains top choice among long haul destinations
- 70% of visitors choose fly/drive vacations, as they are individualized
- 55% of visitors come from Paris and its surrounding regions
- Average age is 25-45 years old
- Average length of stay is 14 days for fly/drive market
- Vacations usually taken between June 30 and September 15
- Trend is toward more "natural destinations and exploration vs. Theme parks
- The French are attracted to the sea, beaches, sun which explains Florida's popularity
- The French are also very fond of culture, history and food
- New York, Florida, and California remain the preferred destinations

#### Travel Preferences & Trends:

- Today's generation of travelers is comfortable traveling in English-speaking areas
- Bed and breakfast stays are becoming increasingly popular, as the French are looking for a more personal interaction with the local community.
- Miami is the #2 port of entry for French travelers (NYC is #1)
- There are 8 carriers offering direct flights to the U.S. daily

#### Economic Considerations and Political Trends:

- Market indicators project continued growth in the French market. The U.S. is expected to continue its designation as first choice in long haul travel
- Tour operators are now selling directly to the consumer, thereby passing on the savings and omitting the retail agent
- The U.S. Dollar/Euro exchange rate has made U.S. a good buy

### FINLAND

#### International Traveler Profile:

- The U.S., Thailand and China are top three long haul destinations
- Florida, NY and California are the most popular destinations within the U.S.

- Majority of tours are sold to Florida that would include one week in Miami and one week in Orlando.
- Finns enjoy beach holidays, nature based attractions and shopping

#### Travel Preference & Trends:

- Finnish tour operators report that more Finns are seeking active adventure holidays, custom travel packages and are interested in interacting with local cultures.
- Summer (late June through mid-September) is most popular time of year to travel to the States
- Visit USA Committee, Finland is reporting an increase in the number of inquiries for Information on travel to the Florida Keys as an extension of the Miami experience.

#### Economic Considerations and Political Trends:

- Finnair has announced direct flights from Helsinki into the U.S. with good connections through Atlanta and Newark.
- Finland is included in the Visa waiver program, and there are no restrictions for U.S. travel in the Finnish market.

### GERMANY, AUSTRIA AND SWITZERLAND

#### International Traveler Profile:

- Florida remains the favored U.S. based destination
- Average length of stay is 16.2 nights (2004)
- Main travelers to Florida are now adults w/o children (93% vs. families 6.8%)
- Florida Keys captures 13.8% of German visitors while in Florida
- Shoulder seasons may see increase in visitors due to profile shift from families to couples
- Reasons for traveling: weather, climate, beaches, nature, wildlife
- Top Interest for the Florida Keys: dolphin interaction; Hemingway; snorkel/scuba diving

#### Travel Preferences and Trends:

- 74% of travelers plan their long haul vacation outside of summer months
- Internet *bookings* not effecting tour operator business. Represent less than 9% of all long haul travel business.
- Greatest growth potential is in "young active senior" market (over 50) or adults without children
- Shoulder seasons may see increase in visitors due to profile shift from families to couples

#### Economic Considerations and Political Trends:

- Increasing rates/lack of inventory may negatively effect travel to the Keys
- Unemployment rate in Germany is 11.6%, and VAT tax will increase by 2% January 1 2007
- EURO value is up more than 30% over 2002 making travel to the US much more affordable.

### IRELAND

#### International Traveler Profile:

- The U.S. is the most popular long-haul holiday destination

- Ireland represents one of the fastest-growing markets for U.S. based travel and tourism products
- Florida, New York and California most popular destinations
- Average length of stay is 14 nights in the U.S.
- Irish visitors can originate from a range of socio-demographic sectors and exhibits highly sophisticated travel needs.

#### Travel Preferences and Trends:

- Prefers sunny, warm destinations
- Destinations "slightly off the beaten path" becoming very popular
- The United States earns one half of Ireland's long haul travel market
- Increased lift from Shannon and Dublin airports may encourage more travel to the States
- Short term bookings becoming more normal; leisure travel booked average 2-6 weeks out

#### Economic Considerations:

- Ireland has the fastest growing economy in the European Union.
- Irish passenger travel to the U.S. grew by 19% in 2005
- **Special Savings Incentive Accounts** will begin to mature this fall, with three big ticket items being purchased with this money: Home, Car and Long Haul Travel
- AerLingus looking to launch direct flights to Miami within the next 12 months.

## ITALY

#### International Traveler Profile:

- U.S. remains as the top long-haul preferred destination.
- New York, California and Florida remain the most preferred destinations within U.S.
- Expenditures by Italian tourists in the U.S. is one of the highest from European countries
- Average length of stay is 17 nights, with Miami being the second most popular destination visited (#1 is NYC).
- Fly/drive packages are the most popular, with customer choosing the itinerary and the tour operator providing the estimated cost on an individual basis.

#### Travel Preferences & Trends:

- Cultural, historical and ecological attractions/activities are preferred when visiting a destination
- Non stop lift from Rome and Milan into Miami positively exposes the Florida Keys to the Italian traveler.
- Italian tourists tend to make their travel arrangements late (54% of packages were sold between 15 and 30 days before departure).
- Miami and the Florida Keys realize 62.6% of all Italian visitors to Florida
- Summer peak travel period is July-mid September, with over 45% of all long haul travel occurring during August.
- There has been a 15.9% increase in the number of Italian visitors to the U.S. since last year representing the highest increase from any European country.

#### Economic Considerations:

- Incoming travel to the U.S. from Italy is estimated to grow by 33%, one of the highest growth rates in Europe as compared to other countries.
- The Florida Keys attracts the sophisticated, upscale Italian tourist. This market segment not adversely effected by swings in the general economic climate.
- Italian tour operator catalogues have a shelf life of only 3 months, compared to the 6 month shelf life for their British and German competitors.
- The number of travel agencies in Italy has increased by over 75% in the past 8 years.
- As of May 2006, there are 22 daily non stop flights from Italy to the U.S., in addition to 6 additional non stop flights operating every other day.

### THE NETHERLANDS

#### International Traveler Profile:

- The U.S. is the favored long-haul destination.
- California, Florida and New York are the top three visited destinations.
- Florida is the most popular among first time visitors.
- Miami is the second largest port of entry into the U.S. for the Dutch.
- Prefers fly/drive vacations
- The Dutch traveler is usually a young couple without children or active senior market.
- Tend to be repeat visitors, come from high income group and speak excellent English

#### Travel Preferences & Trends:

- The Netherlands is one of the ten fastest growing international travel markets.
- Dutch travelers seeking "new" experiences, i.e. diving, dolphin encounters, etc.
- Florida destinations must maintain its competitive edge to attract repeat visits.
- Prefer mid priced hotels vs. luxury accommodations
- The "active senior" segment is the fastest growing travel sector coming out of the Netherlands

#### Economic Considerations and Political Trends:

- Positive economic developments may stimulate travel.
- Strong EURO currency will positively influence travel.
- The U.S. is expected to remain top long haul destination due to marketing efforts.
- Increased lift into Florida will positively stimulate Keys exposure to Dutch visitors.

## NORWAY

### International Traveler Profile:

- Average age is 39 years old
- Most are family oriented, with 1 or 2 children accompanying adults
- Average length of stay is 16 nights
- Seeking tailor made vacations
- Summer travel occurs between end of June and mid-September
- Will research destinations on-line, but consult travel trade for actual booking

### Travel Preferences and Trends:

- The U.S. continues to be the preferred long-haul destination.
- Norwegians prefer "sun and coastal" destinations to escape harsh climate.
- Interested in "action and adventure" travel (scuba diving, deep-sea fishing)
- Over 63% of all travel to the U.S. is organized through specialist travel agents, which will tailor the vacation to the specific requirements of the traveler.
- The fastest growing niche market is adventure travel (fishing, golfing, diving).

### Economic Considerations and Political Trends:

- Norway is one of the most prosperous countries in the world (world's 3<sup>rd</sup> largest crude oil exporter and the 3<sup>rd</sup> largest exporter of natural gas).
- Per capita GDP income equals that of the United States.
- Additional week of vacation granted last year may stimulate visitation growth during autumn
- Strong Norwegian Kroner now makes America more affordable

## SPAIN

### International Traveler Profile:

- The United States is most favored long-haul destination.
- New York, California and Florida are favored destinations within U.S.
- Average length of stay averages 13 nights.
- Average age of long haul traveler is 25-45 years, with an estimated 40% having upper middle level incomes.

### Travel Preferences and Trends

- A majority of Spaniards vacation during the month of August.
- 62% travel with families, 32% as couples
- Spanish travelers are late planners, with most consumers booking their travel within 30 days of departure. Operators publish summer catalogues no sooner than late April.
- 50% of Spaniards that travel to the U.S. are repeat visitors.
- 16% increase in visitors from Spain to U.S. over last year, with summer year on year increase Averaging 26%

#### Economic Considerations and Political Trends:

- Spain is a member of the Visa Waiver Program.
- EURO currency makes long haul to the U.S. very favorable.
- Daily, non-stop service to Miami on several carriers makes travel to Florida convenient.

### **SWEDEN**

#### International Traveler Profile:

- The United States is second most favored long-haul destination.
- Top three visited states are: California, New York and Florida.
- Average Length of stay is 17-21 days.
- Prefer destinations offering sun and beaches
- Prefer budget and mid price accommodations

#### Travel Preferences and Trends:

- Eco tourism and soft-adventure trips on the rise
- Most travel is conducted June-September
- Annual growth in number of Swedes visiting U.S. was 17% per year.
- Prefer fly/drive packages with "add on" opportunities
- More and more Swedes are traveling to the Keys without a pre-paid reservation.

#### Economic Considerations and Political Trends:

- Swedish economy is strong; Krona to dollar is strengthening.
- Greatest growth potential is in holiday fly/drive tours
- Tour operator market is highly competitive; service and value are key.

### **UNITED KINGDOM**

#### International Traveler Profile:

- Orlando captures 41% of the market share for UK visitors to the top three cities visited (New York, Las Vegas and Orlando)
- Top three visited states were Florida, New York, California
- Stays for 12.3 nights
- School summer vacations begin mid to late July through September, with peak travel times during the month of August.
- Families will stay in hotels, private and/or rented homes. Couples will stay in small inns, bed and breakfast type accommodations.
- Sun and beach trips continue to be the most favored holiday, but the seasoned traveler is seeking more action and adventure.

#### Travel Preferences & Trends:

- Up to 75% will use a travel agent
- 54% will use a tour operator
- 26% will book via the internet

- Variety of products and services, familiar lifestyle and language are all important booking factors.
- Current booking trend is still a late booking market, although some tour operators are now beginning to take some future bookings for busy periods (especially family market)
- The UK traveler continues to search for new areas to visit. Niche markets continue to grow which gives some new opportunities for the Keys (i.e. diving, guesthouses, gay market, weddings and honeymoons )
- New charter service from Birmingham to Florida commences July 6, offering twice weekly flights to Orlando and weekly service to the Tampa/St. Pete area.

#### Economic Considerations and Political Trends:

- British Pound to remain strong, with current exchange rate at 1.74:1 ratio. (GBP:\$)
- UK and Ireland economies will continue to outshine most other European and North American countries over the next two years.
- Manufacturing industry should lead the way for increase in positive economic activity
- A strong pound sterling, increased air capacity and pent up demand helped the US to grow UK visits by 15.5% last year. However, the US continues to lose long haul UK visit share due to increased competition and marketing efforts by Dubai and Asian destinations.

## II. ASIA

### JAPAN

#### International Traveler Profile:

- The US. continues to be one of the most popular long haul destinations.
- The top three visited states were Hawaii, California, New York
- The states with the greatest potential for an increase in arrivals are Nevada, California, Florida
- Hawaii will remain at top place
- Average length of stay is 8 nights
- Stays in hotels and condominiums
- Prefers shopping, natural and scenic attractions, "observational tourism"
- Amongst packaged and group travelers, 53% used full package tours involving tour guides and local guides.
- Males in their 30s and 40s are the majority of Japanese travelers to the U.S.

#### Travel Preferences and Trends:

- Looking for new, undiscovered places and attractions
- Very interested in Special Interest Tours (SITs).
- Almost 30% are repeat travelers
- Peaks in travel to FL are late Aug/Sept. and during "Golden Week" (Apr/May)
- Visiting museums, photographing points of interest and shopping are popular.
- One in five Japanese visitors use a tour operator for destination information.
- Travel agencies remain the most widely used source for travel information.

#### Economic Considerations and Political Trends:

- Enthusiasm for specific destinations are cyclical; Florida may become popular again.
- World events must remain stable in order for the Japanese to travel long haul.
- Yen is appreciating against the USD, making a trip to the U.S. good value.



### **III. NORTH AMERICA**

#### **CANADA**

##### **International Traveler Profile:**

- Florida remains the #1 destination of choice.
- Average age is 45-64 years old
- Prefer sun and beach destinations, although cruises and golf tours coming on strong
- Average party size is 2.1 persons, and average length of stay is 8 nights.

##### **Travel Preferences & Trends:**

- Florida, California, and Arizona rank as top non-border state destinations.
- Canadians prefer to use their cars to travel with only 30% using air lift services.
- 55% of all Canadians traveling to U.S. originate from Ontario province.
- 50% of Canadian tourists prefer to stay in hotels or motels.
- The Canadian traveler seeks "value for price paid" when selecting accommodations.

##### **Economic Considerations:**

- The Canadian dollar has gained strength in relation to the U.S. Dollar, and with hotels offering more incentives and value ads, this may stimulate an increase in Canadian travel.
- Sun destinations like Mexico and all inclusive resorts in the Caribbean are competitive.
- Canadian economy forecasted to grow solidly

## **GROUP MEETINGS AND INCENTIVE MARKET OVERVIEW**

The group meetings and incentive market remains a vital revenue-generating component for many of the hotels and resorts throughout Monroe County. It provides a strong occupancy base which helps drive RevPar within the hotel. Group business also contributes to the overall food and beverage revenue on property as well as on site water sports concessions, gift shop revenues, etc. Local attractions, galleries, restaurants and retail shops benefit from these group attendees since their travel and accommodation expenses are usually covered, thereby allowing them more discretionary spending while visiting a destination. An attendee of a meeting in the Florida Keys is also a potential repeat leisure traveler, is not affected by the school vacation calendar, and can theoretically travel at any time.

This market segment has been directly affected by the shifts in product that have been occurring during the past year. With strong leisure demand due to compression within the lodging industry and a more upscale product emerging, many properties are restructuring their focus and look to maximize their revenues in both the leisure and group sectors. Meeting planners are once again faced with rising room costs and a 'sellers' market. In resort oriented destinations such as the Florida Keys, meeting planners are finding it increasingly difficult to not only stay within their travel budgets, but also find availability, most especially during peak winter months that include weekend nights.

Meeting destination selection decisions are largely driven by group room rate, in addition to location convenience, accessibility, security and amenities available to the attendee. Flexibility, choice and upscale unique travel experiences are desirable to an emerging Generation X business travel segment, which now makes up a higher portion of business travel than baby-boomers.

Specialized group market segments that would benefit from these market shifts include the traditional incentive award trips. These programs require little meeting space, patronize the food and beverage outlets on property, participate in the water sports concessions available on and off site, offer dine around options to their attendees and purchase upscale gifts locally as a memento from their trip. Many of these attendees return later in the year with their families for personal vacation or extend their stays to enjoy the destination on a more private basis. Establishing and maintaining relationships with the buyers of incentive travel is critical in maintaining a competitive edge in this marketplace.

In addition, staff will concentrate on filling need times throughout the year, particularly short term midweek business both in season and in the traditional summer/fall need times. Opportunities to satisfy this need are found in the Southeast corporate sector, with an emphasis on Florida based corporations and associations. Southeast regional corporate businesses benefit from the increased direct lift from Atlanta and are not deterred by our warmer weather in the summer/fall months. Many of Florida's universities have Colleges of Medicine, Nursing, Law and Research that require staff to obtain continuing educational credits. The Florida Keys is an attractive destination to these professional attendees and always positively influences attendance. These professionals, when exposed to the diversity and depth of the region, will return with their families and can afford to pay the market leisure rate.

The meetings and incentive market will remain a critical component to the success of the destination overall. The market mix in the 06/07 fiscal year must meet the needs of the variety of resort properties that have an interest in the meetings and incentives market. As a unique destination for groups, we will continue to seek meetings and incentive business ranging in size from 15 to 300 attendees. Geographic marketing continues to be applicable within the traditional feeder markets, such as the Northeast, Mid-Atlantic, Midwest and the Southeast. Permeation within these markets will be accomplished through direct sell efforts as well as electronic marketing promotions.

## DOMESTIC MARKET OVERVIEW

Visitors to the Florida Keys will continue to follow the predictable patterns of the changing seasons. The Northeast and Upper Mid West regions will visit our area in the winter months, while guests from the Southeast and Florida are most likely to vacation in the Keys during the warmest months. Shoulder seasons require acute understanding of potential niche travel markets as well as the exploration of emerging secondary geographical regions.

The diversity of lodging in the Florida Keys also presents opportunities across all niche market segments within the domestic profile. With a series of new products entering the Keys lodging inventory in the next 18-24 months, new markets will open to the Keys for exploration and promotion. The self-catering units (condos, villas, apartment style accommodations) are the preferred lodging of choice for family reunions, generation vacations, (parents, grandparents and children traveling together), destination weddings and the affluent, mature market. This type of lodging also has the potential to drive length of stay, as most people would enjoy the spaciousness and conveniences that a condo type resort offers over a period of time vs. just one or two nights.

Our historic inns and smaller hotels cater to an affluent, more mature market and those that are seeking an alternative to traditional lodging experiences. With continental breakfasts and/or social hours offered at most facilities, the notion of 'value add' is built into the rate, along with the quaintness and uniqueness of staying in a historic building. Smaller lodging facilities all along the Keys are capitalizing on the personalized service, attention to detail and on site ownership that larger facilities cannot offer. Visitors who overnight at one of our many inns or small hotels generally return year after year and recommend such lodging to their friends and families.

Adventure travel is very popular with families seeking an alternative to animated theme park experiences. Fishing, snorkeling, diving and kayaking are popular amongst families with older children, and can be experienced at any time of year in the Florida Keys. Promoting these attractions coupled with the cultural and historic offerings within the destination also has the capability of driving length of stay, as there is so much to experience while here.

Our relationships with the domestic travel trade continue to reward us with many benefits, as the AAA source book continues to be one of the top recollection and referral sources of inquiries to the Florida Keys. Continued education to these agents will provide them with the information they need to direct potential customers our way and positively influence their travel buying habits. Virtuoso agents, American Express Platinum and Black card travel services and home based agents continue to have a loyal customer data base, trend towards high income, high spend customers and offer the service and personal attention that the demanding consumer expects.

In addition to these activities, the announcement of new air service into the Marathon area via Gulfstream and Delta Airlines will open up geographical regions within the Continental and Delta hub systems to the middle and upper Keys. Dedicated sales efforts will be made targeting those geographical regions served by Continental, Delta and its code-share partners to promote this expanded service into the mid and upper Keys area.

Electronic promotions and educational seminars to the travel trade will continue to put the Florida Keys in the forefront of recommended destination planning. With the increase in up-market lodging facilities in the Florida Keys, a more discerning traveler will be patronizing these facilities, and have the propensity to use travel counselors for handling their travel arrangements vs. discounted web distribution channels.

A concentrated promotional campaign highlighting our unique lodging options, the diversity of attractions and activities within the destination as well as our cultural and historic significance will continue to stimulate interest in the Florida Keys and set us apart from other in-state destinations.

## GAY/LESBIAN MARKET PROFILE

The Gay market segment continues to show consistent growth, and occupancy levels in the gay and gay friendly properties have remained high. Although there has been a reduction in the overall gay room inventory, occupancy in the remaining properties as well as that of gay travelers utilizing mainstream hotels has risen significantly. A recent survey by the Key West Business Guild showed that over half of the respondents choose to stay in mainstream resorts and hotels averaging above 4 nights, and include multiple visits each year to the destination.

The destination advertising and continued marketing to consumers both domestically and internationally have insured the growth of this segment. Promotions in venues popular with younger and more affluent travelers are showing positive results. Research and expansion of our marketing efforts to this group should continue as there is increasing competition for them. For over ten years we have maintained a direct consumer approach which is now being copied by other destinations, making the gay travel dollar that much more competitive.

Gay and Lesbian travelers continue to make spur-of-the-moment decisions to travel to the Keys. Visitors book one day and arrive the next. Gay travelers were the first group of visitors to return after the events of September 2001. They are a group with disposable income and a propensity to travel at any time of the year. At promotional venues the Florida Keys accommodations guide, the dive brochure, and the Conch 'map' is used by consumers in planning their visit. Water activities, galleries, and museums are a strong attraction to visitors.

Gay family travel is becoming a good target market as many gay men and lesbians now have children. Including the various attractions for families is a part of the marketing effort for the GLBT market. Commitment ceremonies and honeymoons are also a growing part of the gay travel business. These areas could be better supported by collateral targeting the markets as well as advertising inviting families and newlyweds to come to the destination. Including family and honeymoon stories in the quarterly electronic newsletter targeting the gay market will assist in generating interest.

Travel agents and tour operators that specialize in gay and lesbian travel find the Keys an excellent destination. While we compete with products like all-inclusive gay cruises, the Keys remain one of the top selling gay-friendly destinations. The TDC's membership in the International Gay & Lesbian Travel Association, coupled with our part-time sales manager serving as President of the association, gives us a very high profile both domestically and internationally in this travel market. The IGLTA has over 1,000 members, with offices in the United Kingdom, Germany, Spain and Australia. With continued direct access to our TDC representative and our resources, the Florida Keys is able to deliver consistent and up to date information to assist in selling our product.

Results of our promotions in the international arena were beginning to show in the increase of international gay and lesbian visitors to our area; however a presence in this area should be maintained. We have promoted the destination at ITB, World Travel Market, International World Travel Expositions, gay & lesbian lifestyle and travel shows, and pride festivals in key cities throughout Europe. The destination continues press trips bringing journalists from leading domestic publications as well as top gay international publications. Membership in the National Lesbian & Gay Journalist Association (NLGJA) has provided access to travel writers and travel series producers.

The NLGJA convention this year will feature pre and post convention press visits to the Keys. New Years Eve in Key West makes a statement of pride for our destination as it features drag icon Sushi being lowered at midnight in a red high heel shoe. Gay and lesbian friendly events, i.e. Fantasyfest, Tropical Heat, Pridefest and Womenfest, bring visitors to our island during the slowest times of the year.

The gay and lesbian community enjoys sightseeing, water activities, local culture, dining, shopping, museums, and beaches. Top motivations for selecting Key West as their vacation destination continue to be the variety of things to do, having a reputation for being gay-friendly and being a safe destination. This makes the gay and lesbian market extremely lucrative for our destination. Based on national population figures, the American gay and lesbian community represents a US \$54.1 billion travel market. The ability to feel accepted throughout the islands insures continued growth in the lucrative GLBT market.

## **2006-2007 SALES ACTIVITY CALENDAR**

### **OCTOBER 2006**

#### **October 1-3**

##### **Denver Adventure Travel and Outdoor Show**

###### **Denver, CO**

Registration: \$900.

Staff

The Denver metropolitan area is comprised of upper income business executives and entrepreneurs who seek adventure travel. Colorado has more scuba divers per capita than any other state in the U.S. and are willing to travel to new and different locations to participate in the sport. Traditionally, Coloradoans seek warm weather holidays, tend to travel during the mud season (April-June) and then again during the dry season (Sept-Nov). Their travel preferences include upscale lodging facilities coupled with nature based activities.

#### **October 5-12**

##### **Tour America/Sales Mission to Ireland**

###### **Dublin, Ireland**

Registration: Covered by Cellet Travel Services

Stacey Mitchell/Cellet Travel

Tour America is the largest consumer show that occurs annually in Dublin. Sales calls, reservation staff training and presentations to the travel trade will be conducted while in Dublin. The Irish economy is very strong at the moment, and Special Savings Incentive Accounts are about to mature, giving Irish consumers an economic windfall that will be partially spent on long haul travel.

#### **October 7-8**

##### **Rainbow Festival**

###### **Phoenix, AZ**

Registration: \$1,000.

Steve Smith

The Rainbows Festival has grown to a two day event and is the largest gay and lesbian event in Phoenix. The event drew over 22,000 participants last year. Booth space is very limited and due to our continued support, the TDC is offered preferred site selection. The merger of US Airways and America West Airlines has created convenient flights to Key West through Ft. Lauderdale and Delta offers one stop service from Phoenix to Key West via Atlanta.



**October 7-9**

**Salon Envie de Partie**

**Paris, France**

Registration: \$1,000.

Sabine Chilton

The Florida Keys will be participating in this promotional event which is open to both consumers and trade. Exhibition in this show is open by invitation only and due to increased demand for destination information, the Florida Keys and Key West has been asked to participate. We will have the opportunity to showcase our destination to high end consumers as well as members of the travel trade from the greater Paris region. The format consists of educational workshops and table top exhibits for trade only followed by a 5 hour consumer show.

**October 14-15**

**Birmingham Dive Show**

**Birmingham, England**

Registration: Covered by Dive Umbrella

Cellet Travel Services

The active British diver has enjoyed diving the reefs of the Florida Keys for years. This annual Dive Consumer event in the UK is found to be the best place to go for an instant overview of the sport. Last year's Birmingham Dive Show attracted a massive 16,632 visitors and this year's show promises to be just as popular. Umbrella Committee members have also agreed to use advertising funds in conjunction with this event. UK Divers rank high with the majority of Keys Dive Operators as they have a longer length of stay and visit throughout the year, not just within the summer months.

**October 17-19**

**Meetings Quest Minneapolis/Area Sales Calls**

**Minneapolis, MN**

Registration: \$2,100.

Susanne Tortu

Meetings Quest is a one-day trade exhibition focusing on corporate and association meeting planners from the twin cities area. Minneapolis also has the strongest concentration of incentive houses in the country, thereby affording us the opportunity to showcase the destination to these very influential and high spending planners. Area sales calls will be conducted prior to the Meetings Quest event.

**October 22-25 2006**

**Gay and Lesbian World Travel Expositions/Int'l Conference on GLBT Tourism  
San Francisco, CA**

Registration: \$2,850.

Steve Smith

Brochure Distribution available at \$50. per partner.

The Gay and Lesbian World Travel Expositions are held in several cities across the United States and the TDC will be participating in the San Francisco, Los Angeles and Seattle expositions. Each promotional venue follows a format that includes a gay travel workshop/tabletop exhibit for trade only followed by a five hour consumer show. These travel expositions provide a means to network with travel professionals involved with the gay market and consumers who travel on a regular basis.

**NOVEMBER 2006**

**November 3-6**

**Travel and Leisure Show with Visit Florida**

**Toronto, Canada**

Registration: \$2,000.

Staff

Members of the travel trade and consumers from Toronto and its surrounding regions attend this three day event gathering information for their winter vacation escapes. TDC staff will also participate in the luncheon where staff will conduct presentations to top producing tour operators and key airline partners as an additional promotional opportunity in the greater Toronto region.

**November 4-7**

**Florida Encounter with Visit Florida**

**Naples, FL**

Registration: \$2,000.

Sabine Chilton

Florida Encounter is designed and produced by Visit Florida who only allows Visit Florida partners to exhibit independently. The two-day tradeshow features computerized pre-scheduled appointments and a one-to-one ratio between qualified meeting planners from outside the state of Florida and Florida's top meetings and conventions suppliers. For additional information, contact Visit Florida, 850-488-5607.

**November 5-9**

**World Travel Market**

**London, England**

Registration: \$31,000.

Stacey Mitchell/Cellet Travel Svcs.

Co-op participation available at \$1,200. per delegate in destination booth.

Brochure Distribution available at \$300. per property

World Travel Market is the UK's largest annual travel trade show. This show will be held at the ExCel Exhibition Center located in London. FLAUSA creates a Florida Pavilion for the state industry to exhibit their products and meet with travel agents, tour operators, and travel media.

The UK market is the cornerstone of the Florida Keys international marketplace. The Florida Keys will continue to show a strong presence in this marketplace to build on existing trade relationships as well as identifying emerging "niche" travel markets.

**November 8-11**

**DEMA**

**Orlando, FL**

Registration: Covered by Dive Umbrella

Susanne Tortu

Co-op available at \$500. ; Limited to 16-18 delegates.

This is a trade-only event focusing specifically on the sport of diving; its manufacturer's and dive-related travel destinations. Dive consumers are not in attendance. Attendees hail from all facets of the dive industry in addition to travel agencies and tour operators specializing in dive vacations and travel. The Umbrella committee has contracted for 1000 square feet of prime convention space, making this year the second time the Fl. Keys will be a destination pavilion.

**November 18-20**

**7th Annual Gay Life Exposition**

**New York, NY**

Registration: \$1,500.

Steve Smith

Co-op available at \$175. ; Limited to 12 delegates.

For the sixth year, the Florida Keys and Key West will participate in one of New York's most successful Gay and Lesbian consumer shows. Last year, 15,000 consumers and travel professionals attended. As a sponsor, our destination will gain more exposure prior to and during the show through direct mail promotions, posters discount coupons, etc. The timing of this show also leads into our winter season, and our presence puts the Keys up-front for winter vacation planning.

**DECEMBER 2006**

**December 5-7**

**Atlanta Meetings Market Academy/Area Sales Calls**

**Atlanta, GA**

Registration: \$2,200.

Susanne Tortu

Co-op for 4 industry partners \$850.00 per delegate

Meetings Market Academy and Exhibition brings together meeting planners and suppliers to discuss unique meeting venues, services and destinations to be considered for future program potential. The event boasts a 3:1 ratio of qualified planners to exhibitors that meet within a three hour exhibition time frame. Area sales presentations will be conducted within the greater Atlanta metro region to further strengthen the viability of utilizing meeting venues in the Florida Keys.

**December 10-14**

**UK Educational Experience**

**Florida Keys, FL**

Sabine Chilton

Cellet Travel Services will be escorting select members of the travel trade who purchase up market lodging product including condo-hotels, small luxury hotels and historic inns. The visit will include approximately four days of interaction with local lodging facilities, nature based activities, art galleries and restaurants. Overnight accommodations in the upper, middle and lower keys are being solicited, as well as attractions in each area. This Familiarization trip will be escorted by TDC staff and is the perfect venue to showcase new or improved product as well as concepts to feature in the next brochure/catalogue run.

**December 12 and 14**

**Gay Life Expositions**

**Ft. Lauderdale, FL and Atlanta, GA**

Registration: \$1,500.

Steve Smith

The timing of these shows promotes the Keys as a preferred warm weather destination to both full and part time residents of Ft. Lauderdale as well as the greater Atlanta community seeker a warm weather weekend break. As a sponsor, the destination will benefit from advertising promotions, direct mail efforts, posters and promotional coupons and posters throughout the gay districts of these cities.

## **JANUARY 2007**

### **January 11-16**

#### **Vakantiebeurs**

##### **Utrecht, The Netherlands**

Registration: \$2,200.

Gunter Weirich/GIA Germany

The TDC will have representation at this tradeshow via our German sales office and within the FLAUSA pavilion.

Considered the largest travel and tourism event in The Netherlands, over 150,000 consumers and travel trade attended in January 2006. First day is limited to travel trade and media only with an appt. based format, and the TDC will have the ability to conduct one on one educational presentations with select members of the travel trade via a 'fair share lunch' coordinated by Visit FL.

The U.S. is the number one preferred long-haul destination for the Dutch market, capturing 32% of the long haul market share. The Dutch prefer warm and sunny destinations, and has a keen interest in outdoor activities, soft adventure and eco tourism.

### **January 13-14**

#### **Atlanta Vacation Expo**

##### **Atlanta, GA**

Registration: \$1,400.

Staff

Brochure distribution available at \$275. per product.

The Atlanta Vacation Expo and Vacation Fest Consumer Travel Show is the largest travel only consumer event in Atlanta. Participation in this show requires an interactive experience on the stand, and the TDC is looking to bring the virtual reality fishing simulator to fulfill this requirement. This will be the first time that the TDC participates in this event, and brochure distribution for lodging and attractions is encouraged. With increased direct lift into the destination from Hartsfield/Atlanta airport and a propensity to travel during the warmer months, Atlanta is a target demographic market for promotional efforts.

## **January 13-16**

### **Reiseliv**

#### **Lillestrom, Norway**

Registration: \$1,000.

Sabine Chilton

The TDC will have representation at this tradeshow **via brochure distribution**. Reiseliv is Norway's premier Travel and Tourism show. This is the most important forum and market place for the Norwegian and international travel industry in Scandinavia. The show is open to both travel trade and consumers. Last year's attendance topped 40,000 visitors, and the request for information on The Florida Keys and Key West continues to grow.

## **January 21-23**

### **Florida Huddle**

#### **Sarasota, FL**

Registration: \$2,300.

Sabine Chilton

Co-op participation not available at this time. Keys exhibitors should contact International Productions at (407) 856-4747 directly. TDC will coordinate a Florida Keys section if number of registrants from the destination warrants.

Huddle is a mini Pow Wow computerized appointment show. It is exclusively formatted to promote Florida product to the international FIT and group tour market. There are only 2 shows per year designated for the international market: Pow Wow and Huddle. Florida Huddle is not as cost prohibitive and will give you Florida-specific exposure.

## **January 23-25**

### **Northern New Jersey Area Meeting and Incentive Sales Calls**

#### **North Jersey Metro Area**

Registration: N/A

Susanne Tortu

Co-op participation will be made available for four delegates.

The TDC will coordinate sales calls to Meeting Planners and Incentive Houses in the Northern New Jersey metro area. Each appointment will consist of informal sales presentations in an informal format. TDC staff will be responsible for the coordination of appointment scheduling and ground transportation. In lieu of a participation fee, food and beverage sponsorships will be required by participating delegates.

**January 26-28**

**The Fly Fishing Expo and Consumer Show**

**Somerset, NJ**

Registration: \$1,500. Staff

This travel and products show is dedicated to a consumer who is interested in the sport of fly fishing. Both domestic and international travel destinations exhibit at this show in order to promote vacation packages and travel opportunities surrounding charter boat fishing. Exhibition at this promotional event is by invitation only, and destinations must meet qualifying criteria as set by the show producer in order to participate. The TDC has been invited to exhibit at this event for 2007.

**FEBRUARY 2007**

**February 9-12**

**LA Times/Adventures in Travel Expo**

**Los Angeles, CA**

Registration: \$4,500. Staff

Brochure distribution available at \$200. per property.

Adventures in Travel Expo is the world's premier event serving adventure, eco and outdoor tourism enthusiasts and professionals. National Geographic Traveler and Adventure magazines are the key media sponsors of this event, insuring high end media and travel professional exposure. This event has partnered with the LA Times consumer show, which has been very successful in the past.

**February 9-12**

**Our World Underwater Dive Show**

**Chicago, IL**

Registration: Covered by Dive Umbrella Susanne Tortu

Celebrating its 37<sup>th</sup> anniversary, Our World Underwater has returned to a dive specific consumer show. Cooperative participation available to the first six (6) Dive Industry delegates at \$300.00 per Dive Operator. This is a well-attended consumer show, catering to the Dive Consumer in the Midwest market, where research has shown a large percentage of certified divers.

## **February 21-25**

### **BIT/Italian Tour Operator Presentations**

#### **Milan, Italy**

Registration: \$3,200.

Sabine Chilton

The TDC will participate within the pavilion facilitated by Visit Florida. BIT is Italy's largest trade and consumer show, attracting over 25,000 trade attendees over a four-day period. Italian visitors travel almost exclusively during the month of August, and with new daily non-stop flights from Milan and Rome into Miami, the Italian market warrants marketing. The Commercial Service of the Visit USA Committee/Italy, in cooperation with the TDC, will pre-schedule appointments for the destination during the first two days of the show.

## **MARCH 2007**

### **March 2-4**

#### **Adventures in Travel Expo**

##### **Washington, DC**

Registration: \$4,500.

Staff

Brochure distribution available at \$200. per property.

Adventures in Travel Expo is the world's premier event serving adventure, eco and outdoor tourism enthusiasts and professionals. National Geographic Traveler and Adventure magazines are the key media sponsors of this event, insuring high end media and travel professional exposure.

### **March 7-11**

#### **International Tourismus Borse (ITB)**

##### **Berlin, Germany**

Registration: \$25,000.

Stacey Mitchell/Steve Smith

Co-op opportunities available at \$950. per delegate.

Brochure distribution available at \$300. per property.

This trade fair is known as the world's largest tourism showcase. ITB continues to be the "Must Attend" tradeshow for any one who is committed to the International Marketplace. The most recent Visitor Profile Survey listed Germany as the number two ranked origin of international visitors, therefore making ITB one of the most important trade events of the year. Our German market sales and public relations office will coordinate appointments during the trade and media days, targeting both niche market and mainstream trade.



**March 12-15**

**UK Market Sales Calls**

**London, Manchester, Birmingham**

Registration: Covered by Cellet Travel Svcs.

Stacey Mitchell

Co-op participation available for four delegates.

Targeted sales calls will be conducted in three key feeder markets focusing on the introduction of new itineraries, increase product placement and meet with key buyers and targeted members of the UK travel media. Industry participation encouraged.

**March 22-25**

**TUR**

**Goteburg, Sweden**

Registration: \$5,000.

Sabine Chilton

Brochure Distribution available at \$300. Per property.

TUR is *the* trade and consumer show dedicated to the Scandinavian market and is held during the prime booking season of March. Tour operators from Denmark, Sweden and to some extent, Norway attend this show to gather information regarding destinations and products to feature and promote to their retail agencies for summer business. Scandinavians enjoy five weeks of vacation per year, are seeking active vacations and are enjoying increased long haul lift opportunities into Florida. This will be the first time that the Keys will be physically attending this show.

**March 22-26**

**Beneath the Sea Dive Show**

**Secaucus, NJ**

Registration: Covered by Dive Umbrella

Susanne Tortu

Co-op participation available to the Dive Industry at \$300. per Dive Operator.

Maximum number of participants will be from six to eight, and final participation will dictate booth space. This is a well-attended consumer show, catering to the Dive Consumer in the lucrative Northeast corridor. We received great exposure at the 2006 show and expect to increase exhibit space this year to 400 square feet.

## **APRIL 2007**

### **April 21-25**

#### **TIA's POW WOW Anaheim, CA**

Registration: \$10,500.

Sabine Chilton/Stacey Mitchell

Co-op opportunities available, limited to 4 delegates. Registration will open in early fall. Companies interested in pursuing the international market and joining TIA should call (202) 408-8422. This show sells out every year, so early registration is critical for exhibiting.

Pow Wow is the premier marketplace for over 1500 inbound tour and travel promoters. Participation in this show is key in pursuing the wholesale market, with participants hailing from over 70 nations. This is the most important event for anyone who is interested in maintaining promotional efforts in the international marketplace.

### **April TBD**

#### **Florida Regional Sales Calls**

##### **Broward, Dade and Hillsborough Counties**

Registration: N/A

Susanne Tortu

Co-op participation will be made available for four delegates.

The TDC will coordinate sales calls to Meeting Planners and Incentive Houses in the Tampa, Miami and Ft. Lauderdale metro areas. Each appointment will consist of informal sales presentations in an informal format. TDC staff will be responsible for the coordination of appointment scheduling and ground transportation. In lieu of a participation fee, food and beverage sponsorships will be required by participating. This opportunity allows for continued relationship selling in the Florida market vying for the important short term corporate mid week business, as well as long term consideration for fall of 2007 and first quarter of 2008.

**MAY 2007**

**May 7-11**

**German Sales Mission**

**Hamburg, Munich, Vienna**

Registration: Covered by Get It Across Marketing Stacey Mitchell

Our German market sales office will be arranging sales calls, presentations to the travel trade and reservation staff training for the Florida Keys. We will also host members of the German media for interaction and education on current and future development to the destination. Industry partners are encouraged to participate at no charge.

**May 18-22**

**IGLTA Annual Convention**

**Montreal, Canada**

Registration: \$850. Steve Smith

Brochure Distribution available for \$50. Delegates must be registered convention attendees.

This annual event draws over 300 travel professionals. The event continues to grow as the IGLTA membership now exceeds 1,200. Competition for gay tourism dollars is increasing with new destinations vying for this lucrative travel segment.

**JUNE 2007**

**June 5-7**

**AAA Travel Presentations and Destination Days**

**Tampa/Orlando, FL**

Registration: N/A Sabine Chilton/Staff

Educational presentations will be made to the travel counselors in the AAA southern regional headquarters located in Tampa, FL. The AAA source book continues to be one of the top recollection and referral sources of inquiries to the Florida Keys. Continued education to these agents will provide them with the information they need to direct potential customers our way and positively influence their travel buying habits. In addition, destination days will be held at receptive operators' offices, educating their reservation centers on product development, special events and summer travel to the Florida Keys.

**June 22-24**

**Atlanta Pride**

**Atlanta, GA**

Registration: \$800.

Steve Smith

Brochure distribution available at \$50. per participant.

This event draws thousands of consumers from the Atlanta metro region. This Pride event is well attended and booth participation will be limited. Past participation shows a continued interest in the destination making this a strong venue for our marketing efforts. Convenient, reasonably priced lift from Atlanta to Key West makes the destination attractive to members of the greater Atlanta community.

**June 26-28**

**Incentive Travel Exchange**

**Las Vegas, Nevada**

Registration: \$8,500.

Stacey Mitchell/Susanne Tortu

In its second year, The Incentive Travel Exchange is committed to elevating the networking and exchanging of ideas between buyers and suppliers of incentive travel to new heights. This computer generated appointment event will pair 100 buyers and 100 suppliers of incentive travel for private one-to-one meetings in an exclusive setting where participants can generate productive and profitable dialogue. Each buyer will be hosted by The Exchange and be carefully screened to ensure that they are a top producing purchaser of incentive travel. Each invited supplier will undergo an equally rigorous screening process to verify that the products and services they represent are of an up-market standard.

**AUGUST 2007**

**August 4-5**

**North Halsted Street Days**

**Chicago, IL**

Registration: \$1,200.

Steve Smith

Co-op participation available at \$100. for four (4) delegates.

This event is in its 15th year, and has been a sell out the previous eight. The event is the largest two-day Gay and Lesbian festival, and attracts over 250,000 attendees, including mainstream consumers. The greater Chicagoland area remains one of our strongest consumer markets, and continued promotions to this area are recommended.

**August TBD**

## **Florida Marketplace**

### **TBD, FL**

Registration: \$500.

Susanne Tortu

Florida marketplace is an appointment based trade event geared towards bringing meeting professionals from outside the state of Florida together with destination marketers from within the State of Florida. This three-day event allows for formal one on one appointments between the buyers and sellers along with networking opportunities to further showcase the Florida Keys as a viable meetings destination. It is also beneficial to be able to promote to planners about the feasibility of holding programs in Florida during the warmer months.

### **August TBD**

#### **Florida Seminar with Aireka Tours**

##### **Amsterdam, The Netherlands**

Registration: \$360.

Gunter Weirich

Aireka Travel is a Dutch tour operator who strongly promotes Florida and the Florida Keys through its consortium of travel agents and key airline partners. Each year, Aireka organizes a Florida evening for approximately 100 Dutch travel agents, and Florida partners are invited to give educational presentations with regard to their respective destinations. Visit Florida will arrange for additional tour operator sales calls while in Amsterdam, thereby increasing our exposure to the Dutch market. This promotional event will be represented by Gunter Weirich of our continental European agency, Get It Across Marketing.

### **August TBD**

#### **American Express Platinum Call Center Training**

##### **Miramar, Jacksonville and Atlanta, GA**

Registration: \$1,000.

Stacey Mitchell/Staff

Educational sessions will be conducted in the Miramar, Jacksonville and Atlanta American Express Platinum Travel Services call centers, coordinated by Visit Florida. The Florida Keys will conduct power point presentations to approximately 400 platinum travel services agents, providing them with the most up to date product information, key selling points and unique experiences available to their service oriented clients.

**SEPTEMBER 2007**

**September 5-7**

**La Cumbre**

**Ft. Lauderdale, FL**

Registration:           \$3,600.

Sabine Chilton

La Cumbre is the premier travel industry conference for the sales and promotion of travel to the U.S. from Latin America and the Caribbean. The event features senior executives of major wholesalers, tour operators, retail travel agencies and U.S. receptive operators to meet during a computerized appointment show. Attending La Cumbre is the most cost-effective method of reaching potential customers from Latin America.

**September 14-16, 2006**

**Carlson Wagonlit National Meeting**

**Location: TBD**

Registration:           \$4,000.

Stacey Mitchell/Staff

This investment will offer attendance at the national meeting of Carlson Wagonlits Travel, which is attended by 300-600 agency owners and managers. Carlson Wagonlit is the nation's largest franchise travel network and is rated #2 on Travel Weekly's annual top 50 travel Agency list. There are approximately 550 Carlson Wagonlit Travel Associate franchisee store front locations in the U.S. The TDC will apply to be a sponsor, thereby allowing us to participate in the conference, as well as participate in a monthly electronic campaign, an announcement quarterly with Network News and a brochure mailing once during the year.

## **September 26-28**

### **Incentive Travel and Meeting Exhibition (IT&ME)**

#### **Chicago, IL**

Registration: \$2,000.

Susanne Tortu

The Annual Incentive Travel and Meeting Exhibition takes place in conjunction with the National Premium Incentive Show, and attracts travel buyers representing the incentive and corporate marketplace. Surveys indicate that 75% of the audience attend no other incentive show and over 54% of the attendees are the final decision-makers.

With a decline in qualified planner attendance during recent years, the TDC will purchase exhibit space within the Florida booth, maintaining our exposure to this market segment while minimizing costs and evaluating our return on investment.

Partners interested in obtaining booth space should contact Steven Bonda with Visit Florida at (850)488-5607.

### **Destination Days**

### **Sales Staff**

Presentations and destination training will be conducted to travel trade professionals in the South Florida area. These travel trade professionals include Certified Vacations/Delta Dream Vacations, Travel Leaders, AAA Auto Club South and Virtuoso Travel Agencies.

### **Bridal Shows**

### **Sales Staff**

In an effort to promote the destination as a viable wedding and honeymoon destination, the Florida Keys and Key West will be participating in bridal/honeymoon promotional events in key feeder markets. Co-operative participation will be made available whenever possible.

### **Electronic Marketing**

### **Sales Staff**

In an effort to increase our exposure to all market segments, sales staff will develop electronic marketing promotions utilizing our current database. These efforts will include electronic postcards, flash programs, e-newsletters as well as video. These efforts can be utilized as pre-promotional event notices, follow up tool to trade show participation as well as updates and periodic communications to established clientele base.

**CELLET TRAVEL SERVICES, LTD. - UNITED KINGDOM**



**Services Provided:**

Maintain Florida Keys Dedicated Phone Line  
 Answer calls from consumers and trade professionals  
 Arrange fulfillment through fulfillment house  
 Conduct sales calls on behalf of destination  
 Act as a resource by providing support for trade professionals  
 Liaise with FLAUSA office in UK  
 Liaise with KBC Public Relations  
 Advise TDC and advertising agency on UK market trends & issues  
 Monthly Sales Report  
 Maintain strong alliance with Visit USA Association  
 Personnel, administration, office facilities, consultation, communications  
 Manage European Financial Operation  
 Other operating costs

**Fee \$45,000**

**Operating Budget:**

Trade Events, Exhibits, Promotions, Special Projects:

<u>Activity</u>	<u>actual cost</u>	<u>expenses</u>	<u>co-ord. svc.</u>	
Irish Consumer Show	\$ 2,500	\$ 1,200	\$ 1,000	\$ 4,700
Manchester Show	\$ 4,500	\$ 1,000	\$ 2,000	\$ 7,500
Birmingham Dive Show	\$ 0	\$ 250	\$ 2,000	\$ 2,250
ILTM Luxury Show	\$ 0	\$ 2,000	\$ 2,000	\$ 4,000
Direct Mailing	\$ 9,000	\$ 0	\$ 2,000	\$11,000
UK Website	\$ 0	\$ 0	\$ 1,000	\$ 1,000
Sales Mission	\$ 0	\$ 1,000	\$ 3,000	\$ 4,000
World Travel Market	\$ 0	\$ 3,000	\$ 2,000	\$ 5,000
Pow Wow	\$ 0	\$ 2,500	\$ 2,500	\$ 5,000
VIP Tour Operator FAM	\$ 0	\$ 500	\$ 2,000	\$ 2,500
Window Displays	\$ 0	\$ 0	\$ 1,000	\$ 1,000
Northern Adv Luncheon	\$ 0	\$ 0	\$ 1,000	\$ 1,000
Southern Adv Luncheon	\$ 0	\$ 0	\$ 2,000	\$ 2,000
MICE Luncheon	\$ 550	\$ 150	\$ 1,000	\$ 1,700
Irish Adv Luncheon	\$ 350	\$ 500	\$ 1,000	\$ 1,850
Coop Marketing	\$ 0	\$ 0	\$ 1,000	\$ 1,000
Resources				\$ 5,500
<b>Sub-total</b>				<b>\$ 61,000</b>

**Total United Kingdom Budget \$106,000**

**Germany (Switzerland, Austria)**

**Basic Services Provided**

Monroe County Tourist Development Council 2006-2007 Marketing Plan  
 Maintain Florida Keys dedicated Phone/Fax line (+49 221 2336 451/450)  
 Personnel, administration, office facilities, consultation, communication

Answer calls from consumers and trade professionals  
 Arrange fulfilment through fulfilment house (Presse & Touristikdienst Nentwich)  
 Act as resource by providing support for trade professionals  
 Liaise with Visit Florida office in Paris  
 Maintain strong alliance with Visit USA Committee  
 Liaise with McCluskey & Associates Public Relations  
 Advise TDC on market trends, Monthly Sales Reports  
 Work on set up of niche products (*weddings, diving, gay & lesbian, condos*)  
 Misc. operating costs

**Basic Fee** **\$ 23,000**

### Operating Budget

	<b>Costs</b>	<b>Fee</b>	<b>Total</b>
<b>1) Sales Calls Budget for Niche Markets</b>			
•Corporate travel agencies (Investigate coop opportunities)	\$1,700	1,000	2,700
•Condo-hotels (Targeted sales calls to condo operators)			
<b>2) Specialized Shows: Booth &amp; Assistance</b>			
<b>ITB 2007, Berlin:</b> (Appointment scheduling, stand assist/manning)	\$3,000	3,000	6,000
<b>Vakantiebeurs, Utrecht, Jan 2007</b> (Covers booth asst., travel costs)	\$1,000 \$	1,500	<u>2,500</u> <b>11,200</b>
<b>Gay Programs- 2007 Germany</b> Gay Prides/Gay Promotions June/July 2007	\$4,000	1,000	5,000
<b>3) Travel Trade Trainings</b>			
<b>Participation in TO training/seminars:</b>			
Roadshows/seminars in various cities In fall 06/winter 07 (Covers registration, coordination, travel)	\$2,000	1,500	<b>3,500</b>

**2 x VUSA Breakfast Seminar:**

Presentation incl. brochure distribution (2007) (covers registration, coordination, travel)	\$1,500	1,300	2,800
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**4) Sales Mission: Germany**

•May 2007 (Ham/Fra/Muc/Vie) •Res Staff Training/PR event Munich	\$2,000	3,000	5,000
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<b>5) FL Keys Newsletter</b>	\$		6,050
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<b>6) FAM TOURS</b> (coordination and execution)	\$500	2,000	2,500
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<b>7) German fla-keys mini web site</b> Concept development and structure			2,000
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<b>8) Trade Partner Coop</b>			2,500
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<b>9) Product Inventory</b>			2,500
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<b>10) Office Resources</b>			2,000
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<b>Total Operating Budget</b>	\$		45,050
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<b>Total Basic Services</b>	\$		23,000
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<b>Total Germany (Switzerland, Austria) Budget</b>	\$		68,050
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**Memberships**

American Society of Travel Agents (ASTA)	\$ 465
Hospitality Sales & Marketing Association International	\$1,060
International Travel Services Association (ITSA)	\$ 410
Travel Industry Association of America (TIA)	\$2,300
International Gay and Lesbian Travel Association (IGLTA)	\$ 200
Visit USA Belgium/Luxembourg	\$ 650
Visit USA France	\$1,100
Visit USA Netherlands	\$ 700
Visit USA Norway	\$ 300
Visit USA United Kingdom	\$ 550
Visit USA Germany	\$1,300
Visit USA Italy	\$ 650
Visit USA Sweden	\$ 600
Society of Govt Travel Planners	\$ 450
Meeting Planners International	\$ 650
Association Forum of Chicago	\$ 325
Florida Society of Assoc Exec	\$ 175
Tallahassee Society of Assoc Exec	\$ 75
International Association of Convention/Visitor Bureaus (IACVB)	\$2,500
National Tour Association	\$ 525
American Bus Association	\$ 475
Resources	\$ 2,040

<b>Total Memberships</b>	<b>\$17,500</b>
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## Measurability

Group leads follow up from hotels, i.e. room nights, number of pax, lost business (if so, why).

Monthly reports from offices in UK and Germany reflecting trade and consumer inquiries and fulfillment data.

Annual UK and German market reports.

Annual Sales & Marketing Property Survey reflecting:

- Level of travel agent business

- Length of stay

- Market segment mix, i.e. domestic, foreign, corporate/group, leisure/group tour, etc.

- Geographical market trends

Post show evaluation to industry partners: Indicating feedback with regards to booking activity and inquiries as a result of show or sales call participation.

Tour Operator Reports: Current product selling trends within destination.

FAM Surveys: Indicating travel agent, tour operator or meeting planner feedback in regards to booking activity as a result of visit to destination.

Monitor visitor profile survey indicating travel trends in different market mixes.

## BUDGET

Promotional Activities	\$ 132,560
Travel Expenses	\$ 120,000
Postage/Phone/Xerox	\$ 40,000
Memberships	\$ 17,500
Entertainment	\$ 10,500
Resources	<u>\$ 78,440</u>
	\$ 394,000
Cellet	\$ 174,050
<b>TOTAL LINE ITEMS</b>	<b>\$ 568,050</b>

## K. Public Relations

The Florida Keys & Key West public relations plan is designed to create and take advantage of editorial and promotional venues. Results achieved utilizing public relations techniques offer credibility that tends to be measured higher than most marketing promotions. The media is the lifeblood of effective public relations.

The essential elements of the public relations campaign are message development and positioning strategy; media analysis and relations; development of contributed news articles; editorial calendar development; media research; and crisis management communication.

Stuart Newman Associates (SNA), and its affiliates have been successful in securing media exposure for the Keys valued at many times the TDC's PR promotional budget. The agencies target their public relations efforts to ensure a comprehensive marketing approach with the other elements of the Marketing Plan.

The TDC PR program will maintain emphasis on cultural tourism and Eco-tourism in all phases of the public relations program. In 2006-'07, there will be added emphasis on international markets; increased focus on Gay and Lesbian markets; added e-marketing efforts, especially in international arenas; focus on meeting markets, special events and programs to maximize awareness of travel during late August and September for mature markets.

The following proposal outlines a public relations, publicity and promotion campaign for the fiscal year beginning October 1, 2006.

### Objectives

1. Implement public relations techniques to attract new visitors and motivate previous visitors to return to the Florida Keys.
2. Promote awareness of and bolster the destination's image as a vacation venue that provides cultural/heritage tourism offerings in both domestic and international markets.
3. To promote international, national and statewide awareness and image of the Florida Keys & Key West as an Eco-tourism destination.
4. To promote awareness and image of Florida Keys special events and attractions.
5. To employ electronic marketing by making use of new Internet technology on the official Florida Keys Web site and taking advantage of other electronically oriented venues.
6. To provide editorial content to the official Website.
7. Promote the unique quality of the destination to the gay and lesbian market domestically and internationally focusing on the overall acceptance of gay and lesbian visitors and the "One Human Family" philosophy.
8. To expand the domestic program to include more of Canada, specifically Toronto and other markets with appropriate demographics for the Keys.
9. To expand the UK/European public relations program to include Italy, Scandinavian countries, German speaking countries and to focus on Ireland within the UK.

10. To promote awareness and image of specialty markets, especially with regards to domestic and international sportfishing audiences that will travel to the Keys and hire offshore charter and flats guide boats.
11. To examine travel public relations opportunities in China.
12. To implement a PR crisis management program during significant emergency situations.



## Goals

1. To enhance electronic marketing efforts and the official Florida Keys Web site by the establishment of a series of a new virtual pressroom, RSS feeds, a weekly Podcast feature and to explore the feasibility of and perhaps initiate an online Keys TV channel.
2. To develop a media research trip for members of the Metropolitan New York Outdoors Press Association to highlight charter and backcountry fishing opportunities in the Keys.
3. To develop a media program around the 25<sup>th</sup> Anniversary of the founding of the Conch Republic to highlight the unique personalities and personality of the destination. Included in this is the organization of a special Conch Republic Silver Jubilee Event, in London, in association with Sales to take place during the sales mission 15-17 March 2007.
4. To develop and implement an HTML press release format for use across Europe, combining images and headline copy points to entice media to read full-version releases on the website, translating into local languages where necessary and adding Italy and Ireland to our distribution.
5. To organize three group press visits (2 x UK and 1 x Germany) plus 17 unaccompanied individual media visits (5 x UK, 4 x Germany, 8 x rest of Europe). Itineraries will focus on promoting luxury & spa, specialist niches (e.g. charter fishing, diving etc) nature and wildlife, gay & lesbian and Keys culture.
6. To organize three television production trips to the Keys (1 x U.K., 1 x Germany, 1 x rest of Europe) targeting mainstream travel and lifestyle programs in the UK such as BBC Holiday, BBC Holiday Hit Squad, C5 Richard & Judy, BBC Full on Food and in Germany, Bayern 3 Fernweh travel show.
7. To increase support of Sales' activities at trade shows and consumer events, providing PR back up to exploit media opportunities, attending as a minimum WTM, ITB, TUR, BIT, Luxury Travel Show (Cannes) and Pow Wow.
8. To execute a photo shoot concentrating on new images for GLBT editorial use.
9. To establish a joint media/sales event for GLBT media and agents/operators during ITB in Germany.
10. To revamp and enhance the monthly electronic newsletter to opt-in users of the TDC Website.
11. Develop PR programs for "Own a City" campaigns in surrounding areas of Toronto and northern New Jersey.

## **The Public Relations Program – Domestic Overview**

The agency will continue to execute a "generic" public relations program for the Florida Keys & Key West, taking advantage of spontaneous as well as scheduled opportunities. The generic program will include updating and creating general travel releases distributed via the Florida Keys & Key West media kit and website. The domestic program will also include group media research trips and individual travel writers to the destination as well as researching, writing and distributing specialized travel releases to targeted publications.

Emphasis will be placed on creating spot news stories that provide strong travel awareness benefits for the destination for distribution to mainstream, regional, national and even international print, broadcast and Internet venues. These spot stories may cover indigenous special events or arise out of unforeseen circumstances that provide opportunities for positive reflection on the destination.

For distribution, agencies utilize extensive, continually updated databases. Currently, thousands of records are kept on journalists in the United States. Virtually all words and picture distribution is accomplished electronically either via electronic mail, or transmitting to wire service computer systems.

### **Implementation**

Stuart Newman Associates will center its media relations efforts around cultural, heritage and soft-adventure themes. All travel media relations projects feature a significant marketing effort to publicize the Keys toll-free number and website providing a call to action.

#### **Group Media Research Trips**

The agency coordinates and personally supervises group media movements to the Keys. Some trips are in conjunction with Visit Florida, a few with private industry and others are initiated by the agency. Group media research trips coordinated by the agency are escorted by at least one member of the account team and usually take place over a three to six-day period. In the issuance of invitations for media research trips, a detailed screening process is observed to ensure participation from qualified journalists.

The agency continues to look for opportunities to co-op group familiarization trips either with a complementary destination CVB or private sector travel or outdoors-related industry.

From a budgetary standpoint, the agency will continue to allocate TDC funds for media air travel when needed. This is crucial for the Visiting Journalist program as complimentary air travel, provided by airlines, is not available due to budget cutbacks. Agencies always seek the lowest possible airfares available.

### **Domestic Press Trips**

Press trips for 2006-'07 will be designed to target new journalist markets, and therefore focus on facets of the destination that have not previously been highlighted with trips.

To take advantage of the growing importance of on-line publications and editorially focused travel Web sites, we will be working with journalists with leading on-line publications and sites that will be targeted for all press trips alongside journalists representing print outlets. Writers for strong niche market e-publications and sites will be solicited for trips designed to showcase attributes attractive to niche-market visitors.

The agency also will concentrate on securing increased participation for proposed press trips from journalists in the Canadian market who represent print and on-line publications.

In addition, journalists from publications in the selected "Own a City" location will be among those targeted in press trips scheduled prior to the "Own a City" campaign.

Greater emphasis will be placed on researching magazines' editorial calendars, to determine issue themes and special sections, enabling the agency to better target publications and schedule trips to obtain the maximum editorial benefit for the destination.

**Ladies Learn to Fish:** This Upper Keys trip is geared to female journalists from top travel publications and upscale women's magazines (both print and on-line) by providing an adventurous look at the reasons fishing is not just for "the stronger sex" or no-nonsense outdoorsy women. Combining fishing, luxury, relaxation and fine food, the trip will "lure" women into understanding that they can fish by day and still dress up for an elegant dinner. While fishing, the group will learn about local history and lore, the beauty of the Keys and the ecosystem and wildlife unique to the area. Late-afternoon spa treatments and gourmet dinners — some of them featuring participants' catch of the day — will round out the experience. In addition, participants will meet with female tournament winners, captains and perhaps representatives of the Ladies Let's Go Fishing organization. Best of all, the trip will provide the opportunity to open up Keys fishing to a new market, stressing that the Upper Keys have the best fishing in the world with all of the amenities and luxuries of a top destination.

**Dive into the Keys:** Scheduled for July to incorporate the 2007 Underwater Music Festival, this Keyswide trip highlights the historic and environmental richness to be found in the waters of the Florida Keys. To be planned in conjunction with the dive umbrella, the trip targets diver-journalists from mainstream print and on-line publications eager to explore North America's only living coral barrier reef. Daily dives will showcase the vessels of the Keys' Shipwreck Heritage Trail, while visits to modern wrecks will include the Spiegel Grove and the Adolphus Busch. Above-water activities will include seminars at the Florida Keys History of Diving Museum, an exploration of the conservation labs and shipwreck artifact exhibits at the Mel Fisher Maritime Museum, and a look at the Keys' pirate heritage at Pirate Soul. Meetings and interview opportunities with modern-day shipwreck salvors and treasure divers are planned as well. In addition, journalists will dive or snorkel the Lower Keys' quirky Underwater Music Festival always held "in the key of sea."

**Visualize Paradise:** This Keyswide trip is geared to photojournalists and professional photographers, with a focus on the most visually enticing elements throughout the Keys. Underwater adventures, backcountry kayaking or pontoon boat photo safaris, open-water dolphin encounters, explorations of Key West's architectural gems and a sunset sail aboard a tall ship will all play a part in this visual feast. Noted photographers throughout the Keys will serve as resources to suggest locations and activities. Emphasis will be placed on providing participants with opportunities to photograph the unique birds of the Keys including spoonbills, egrets, herons and flamingos feeding in the shallows — as well as Key deer and other indigenous wildlife. Late in the trip, the itinerary will include an evening computer-and-projector showing of participants' Keys photographs.

**From Palette to Palate:** Key West is home to a wealth of art galleries, art festivals, art classes, and restaurants featuring extraordinary artful cuisine. This trip, scheduled in late February to coincide with the 42nd annual Old Island Days Art Festival, will weave them all into an experiential adventure that allows participants to explore their own creativity in culinary arts, crafts and fine arts. Journalists will participate in art classes with local artists; cooking lessons and demonstrations from known local chefs; and crafts experiences like a beading lesson with a noted maker of bead weavings and jewelry. In addition, they will tour local galleries, visit the annual Sculpture Key West exhibition at Key West's Fort Zachary Taylor, and attend the Old Island Days Art Festival that draws artists ranging from local to nationwide. The trip will be geared to mainstream journalists from newspaper travel sections, popular consumer magazines and leading on-line publications and travel sites.

**Metropolitan New York Outdoors Press Association:** This prestigious group of journalists — comprised of outdoor communicators from such venues as ESPN online, Field & Stream, New York Post, Saltwater Sportsman and more — have been to the Keys more than a half-dozen times on TDC-organized research trips. The last time was in spring 2005 in Key Largo. This research trip, will most likely occur in Spring 2007, and will be aimed to bolster the awareness of charterboat and backcountry guiding opportunities in the Keys.

### **Individual Media Research Trips**

The agency works with domestic media representatives on an individual basis; creating and arranging custom story-gathering media research trips. The agency stands by, ready to provide needed support. This can range from simply providing reporters a media kit, to personally accompanying press representatives while in the destination. Those journalists and media outlets unknown to the agency that request complimentary or reduced-rate accommodations and other services are researched and qualified by the agency and its affiliates.

### **Other Media Research Trips**

The agency works with Visit Florida, other Florida TDCs/CVBs and other organizations in conducting joint-venture media research trips as defined by their marketing plans.

### **Website**

The PR agency manages the general destination news section of the [fla-keys.com](http://fla-keys.com). This covers all aspects of the destination ranging from cultural activities, special events, attractions, diving and snorkeling, capital improvements, fishing tournaments, spot news opportunities as well as emergency communications.

Material for generic sections of the website is provided to focus on the history of each district, the artists and writers who have found creative inspiration in each district, and mini-profiles of some of the colorful characters who inhabit each district.

For FY2006-'07 the agency proposes the following Website enhancements:

The agency, working in conjunction with FloridaKeys.com, will also enhance the Web site with the addition of Podcasts featuring a series of weekly, custom produced, one- to two-minute features on various aspects of the Florida Keys vacation experience ranging from culture, to events to soft-adventure activities. The 52 separate segments will be produced and narrated by Elizabeth Harryman and Paul Lasley, two well-respected national travel broadcasters. As a bonus many of the segments would be slated to air on the duo's travel radio shows on XM and Sirius satellite radio outlets.

Another new addition for the Web site will be the addition of RSS, or Really Simple Syndication (RSS), a basic Internet markup format designed for sharing headlines. A Web site that wants to allow other sites to publish some of its content creates an RSS document and registers the document with an RSS publisher. The end-user gets the hotlink headlines either on the site or delivered to his/her e-mail account. Currently, syndicated content includes such data as news feeds, events listings, news stories, headlines, project updates, excerpts from discussion forums or even corporate information. For fla-keys.com, RSS feeds will consist of headlines from releases posted on the Keys Web site.

Finally, the agency will examine the feasibility of initiating an Internet-based TV channel dedicated to the Florida Keys tourism product. The Internet video programming can be attributed to three primary factors including (1) the expansion of high speed Internet access around the globe; (2) improvements in digital video compression, resulting in better quality and smaller files and (3) the introduction of Apple's Video iPod, video phones and other delivery devices. A prototype Keys channel has been developed by a vendor the agency is familiar with and discussions have begun to determine cost and other considerations.

### **Online Press Room**

Another section of the website the agency manages is specifically produced for media representatives. For FY2006-'07, the agency is proposing a major re-tooling of the media Web site. New features will include the automatic posting of all press releases; the entire media kit available online; more imagery and an online media contact resource center.

### **E-News**

In 2006-'07, the monthly e-newsletter will continue to be produced in conjunction with floridakeys.com to provide vacation news to Keys Web visitors who opt to receive additional information. In addition, this communications vehicle will be redesigned to reflect any new overall creative approach the TDC may take in the new fiscal year.

In addition, to expand the content and reader appeal of the popular monthly e-newsletter, the agency will incorporate into it a regular series of profiles of Keys residents. Titled "Keys Voices," the series will spotlight charterboat captains, artists, chefs and restaurateurs, animal rescuers, museum and attractions operators, musicians and writers, historians, treasure seekers, event coordinators and others who can provide upbeat, creative insights on various facets of the destination. Subjects will be chosen from all districts of the Keys and from varying professions and walks of life.

Journalists often express interest in receiving information on Keys locals and "characters" that would make good interview subjects. Visitors find locals' attitude and lifestyle uniquely appealing. "Keys Voices," with subjects profiled in feature style, will be appealing and informative for both groups.

In the e-newsletter, a teaser paragraph for the "Keys Voices" section will appear each month, linked to the full story in the Florida Keys News section of the Web site.

When each month's profile is "retired" from the Web site news section, it will remain available to journalists and consumer readers in a newly-developed "Keys Voices" section of the site that is accessible through a link from the home page. Ultimately, the "Keys Voices" Web site section will offer a variety of profiles that promote the destination through the words of the Keys' creative, dedicated, quirky, laid-back and independent residents.

A quarterly GLBT e-news will also be produced.

### **Other Electronic Venues**

Other electronic communication tools are to be utilized. The agency has consummated an agreement with Dive News Wire for a series of news dispatches to dive trade venues including dive shops, dive travel agents; wholesalers and certifiers. The agency will establish direct consumer release distribution with several different electronic travel e-newsletters that offer cost-effective availabilities. "Where to Go Next," that is distributed to about 73,000 consumers as well as about 3,000 journalists, travel agents and tour operators. It will also examine the Gay news wire as a possible distribution source.

### **Electronic Distribution of Media Materials**

The agency has shifted all domestic news release and picture dissemination to electronic mail, not only providing greater cost-effectiveness, but also resulting in speedier communications. The agency continues to use and research new Internet-based release distribution systems. The agency is examining venues to move broadcast-quality video in this manner as well.

### **News Releases**

Agency plans to research and distribute domestic releases to appropriate media focusing on the following topics in 2006-'07: At least four "What's New in the Keys," featuring new tourism offerings and seasonal packages; a 2006-'07 calendar of events; and a number of generic releases focusing on cultural and heritage opportunities. The "What's New" releases continue to provide the best opportunities for coverage of news that specifically relate to the Keys private sector.

As well as ongoing coverage of annual events, festivals, fishing tournaments and activities throughout the Keys, the following news releases will be scheduled for creation and distribution during the 2006-'07 year:

**Dive into the Florida Keys:** The Keys are rich in special events for divers and snorkelers, such as the Underwater Easter Egg Hunt, the Underwater Music Festival and Island Sun Splash. Significant dive sites range from North America's only living coral barrier reef to historic shipwrecks to a unique underwater park. All will be profiled in this introduction to the Keys' underwater wonders.

**Angling for Adventure:** Fishing targets in the Florida Keys range from marlin and other deep-sea sport fish to permit and other wily denizens of the shallow backcountry waters, and all types of fishing are best done under the guidance of a skilled Keys captain. This release will acquaint readers with the types of fishing in the Florida Keys and the benefits of fishing with a captain who knows the local waters.

**Art Attack:** From Festivals to Gallery Walks. Focusing on Key West's thriving visual arts community, this roundup release details specific seasonal art offerings such as gallery walks, ongoing "plein air" classes and special events including the Old Island Days art and craft festivals. The release is designed for distribution in late fall to spotlight art "happenings" from January through Easter.

**Historic Highlights of the Florida Keys:** Throughout the Keys, visitors can view historic sites that bring alive specific aspects of the island chain's history. The release will introduce readers to the Keys' unique history as presented through easily-accessed sites: the historic homes in Tavernier and Islamorada, the Pioneer Cemetery in Islamorada, Pigeon Key and its wealth of Overseas Railway history, the Lower Keys' Blue Hole, Key West's San Carlos Institute and Cuban heritage, and the island's literary and political landmarks.

**Boaters' Paradise:** This release, designed for both boating and mainstream travel publications, explores the resources in the Florida Keys for visitors arriving by boat. Types of marinas throughout the Keys will be profiled, with their range of amenities prominently featured, as will typical water conditions and Keys boating tips. Topics will also include attractions and restaurants near marinas that can round out the Keys experience for the boater.

**Girls' Getaways in the Florida Keys:** Girlfriends' getaways are becoming increasingly popular, and this release presents a variety of ways to enjoy an all-girls' adventure in the Florida Keys. Learn-to-fish seminar weekends, luxury spa escapes and artistic experiences will be explored - as will getaways to attend special events such as the Key West Songwriters' Festival or Pirates in Paradise.

**New Meeting Facilities/Programs in the Florida Keys:** A semi-annual story focusing on new additions in the Keys for meeting planners.

The 2006-'07 press release strategy will also focus on providing increased coverage of special events through exploration of different angles and potential markets.

For example, the economic benefits of Fantasy Fest could be spotlighted in a release to business publications, and the Underwater Music Festival could head a roundup release on the Keys' unique underwater events to be distributed to dive publications. Events such as the Florida Keys Birding & Wildlife Festival could be used as a hook for an overview of birding in the Keys directed to nature and environmental publications.

The agency will continue to expand its distribution lists for all press releases. Particular emphasis will be placed on increasing distribution to mainstream and niche-market on-line publications and editorially focused travel Web sites. On-line and print publications in the Canadian market also will be targeted for increased distribution.

### **"Own a City" Campaign**

In conjunction with the advertising agency and TDC sales, the agency aims to develop an "Own a City" campaign in the surrounding area of Toronto and northern New Jersey. Each region is saturated with the Florida Keys marketing message during a pre-determined time period. The agency would make an effort to penetrate media venues including the market's newspaper travel or feature section as well as broadcast and Internet venues.

To ensure widespread coverage in the targeted "Own a City" market, the PR component of the campaign will include a 25th anniversary Conch Republic competition. Radio, newspaper and Web site partners will be sought in the target city to promote the competition during the multi-week "Own a City" campaign period.

The agency will work with the selected radio station to arrange several days of remote broadcasts from the Keys as a culmination of the Keys promotion. Ideally, the winner of the Conch Republic competition will be chosen on-air from the remote location in the Keys.

In addition, journalists from the selected city's newspapers, city magazine(s) and significant on-line publications will be targeted to participate in press trips prior to the "Own a City" campaign so that their articles will be prepared and ready.

The agency will again research the possibility of bringing a television weatherman and/or morning show from the target city to the Keys to do live remotes during the campaign period.

### **Spot News**

As in past years, the focus of spot press coverage has been on activities occurring during appropriate festivals and special events. Upcoming coverage of events will continue to be strong, but will continue a focus on historic and cultural elements inherent in the events. Any significant news event that has a tie to create a favorable image for the Florida Keys is maximized by the agency.

### **Travel Trade Public Relations**

The agency strives for placement of Florida Keys news items in travel trade publications. At least four times annually it surveys hotel associations, chambers of commerce and other sources for tourism infrastructure improvements that provide meaningful news. Results are distributed to appropriate travel trade sources.

Stories regarding major Keys events are rewritten for travel trade publications and the agency attempts to maintain high awareness of the TDC's sales and marketing staff.



The agency also plans on-site public relations support of TDC sales efforts at targeted US travel trade shows.

### **Local PR Support**

The agency contracts with a correspondent in the Upper/Mid Keys and its account executive is based in Key West. These in-Keys personnel enhance story-material gathering, provide personalized assistance to journalists (i.e., providing story ideas and setting up interviews), cover local and spot news events, attend District Advisory Committee meetings, umbrella committee meetings and assist in other important aspects of the public relations plan.

### **Special Events**

Special events play a major role in the Tourist Development Council's public relations plan. Besides providing a "draw" for visitors and provide things to do while here, many events are creative, indigenous to the Florida Keys and are proven vehicles that attract media attention. Allotment of time is based on each event's uniqueness and ability to serve as a draw for overnight visitors or to bolster the marketing awareness of the destination. A line-item in the expense budget provides PR expenses for indigenous and PR-worthy Keys events that lack appropriate support funds.

PR efforts will be emphasized on events that incorporate historical and cultural elements — thereby continuing to support and showcase the Keys' rich history and cultural environment.

As well as increasing press release coverage of popular special events, the agency plans to continue stressing the "indigenous" nature of the events wherever possible. For example, Hemingway Days was created to celebrate the literary heritage that began with Ernest Hemingway's decade-long residence in Key West.

The unique cultural, environmental and attitudinal aspects of each special event — which anchor it firmly in the Keys — will be highlighted in all appropriate cases.

The agency will continue its successful program of providing sound to radio media before and during many leading events that merit it — increasing exposure for the spotlighted event or festival, incorporating interviews with event coordinators and continuing to reach a market that has proved very viable.

### **Conch Republic 25th Anniversary**

The Florida Keys' 1982 secession from the United States and formation of the Conch Republic provided a highly successful promotional opportunity that illustrated the Keys' lighthearted spirit, feisty independence and offbeat creativity. The agency plans a significant promotion throughout the first quarter of 2007 to spotlight the 25th anniversary of the secession.

Print, radio, on-line and television coverage will be sought during the period leading up to the anniversary and during the annual Conch Republic Independence Celebration in April. The agency will work to arrange a radio remote broadcast and/or the onsite broadcast of a major-market television program on the April 23 anniversary of the secession. Coverage by a national network morning show also will be sought.

Other elements of the promotion will include a competition in the targeted "Own a City" markets. The first prize will be a trip for two to celebrate the 25th anniversary of the secession in the Conch Republic.

### **Broadcast Support**

The agency has allocated funds to provide discretionary support for radio and television points planning to execute live or taped broadcasts from the Keys. In the past, these have included such shows as "Good Morning America," CBS's "Early Show," PBS, ESPN, OLN and other national and regional programs. The agency will continue seeking various national cable television shows to focus on Keys cultural and heritage topics.

### **Collaboration With Other Industry Professionals**

The agency assists and consults with public relations directors and firms that represent private resorts and attractions in the Florida Keys & Key West. Our liaisons, which have proven beneficial to the Keys in the past, also include public relations contacts at the Visit USA offices, Visit Florida and other tourist development councils and tourism boards as well as colleagues at airlines and cruise lines serving the Keys.

### **Representation at Journalist Conferences**

SNA is one of only 10 agencies nationally with two members in the influential Society of American Travel Writers. The agency plans to represent the Keys at one regional conference and at the national convention. The agency also executes exclusive Keys representation at the annual Florida Outdoor Writers Association Conference.

### **Cooperative Promotions**

To further stretch the PR budget, the agency will continue to seek appropriate private-sector partners for promotions such as media familiarization tours. The agency will also seek other compatible Florida destinations to cooperate with fairs and promotional projects organized in key markets.

### **Media Blitzes**

Agency will participate with Visit Florida in selected joint media blitzes and receptions in markets they plan to feature in 2006-'07. The agency also traditionally organizes an annual media blitz in conjunction with Monroe County Emergency Management in advance of the annual Atlantic hurricane season.

### **District Programs**

The agency's liaisons in the Upper/Middle Keys and Lower Keys/Key West help identify and produce specific area features and assist in moving journalists on individual story-gathering research missions.

### **Umbrella Programs**

The agency will provide public relations support, as needed, to the Fishing, Cultural and Dive Umbrellas. Separate public relations expense funding is delineated in the umbrellas' respective budgets to promote events and each specialty market.

### **Gay/Lesbian Market Public Relations**

The Keys continue to create a top of mind awareness which is critical to any destination hoping to cash in on the estimated \$54 million in spending that the GLBT domestic travel market represents. Many destinations are copying past efforts of this destination and are fueled by funds from city, county, state, and in Europe and Canada, provincial and government tourism offices.

In 2006-'07, the agency will continue updating the gay press kit editorial while creating new editorially oriented photography.

Other activities include the staging of an international and domestic gay media fam trip, focusing on unique lodging, attractions, and events, and the gay influence in the Keys and Key West. Also the agency will provide support when travel journalists visit the Keys from various media outlets domestically and internationally.

The TDC will also continue to support the National Lesbian & Gay Journalists Association by attending their annual convention.

The agency is also planning a joint GLBT media/sales event during ITB 2007 in Berlin.

### **Additional Promotions**

#### ***Keys to Cold Weather Relief***

When the temperature drops in northern regions, the balmy Florida Keys look increasingly attractive to northern media and potential visitors, which typically results in additional event coverage by outlets such as the Weather Channel. The agency plans to capitalize on this by creating "*Keys to Cold Weather Relief*" packages for delivery to selected high-profile radio and television targets during winter months.

Each package is to contain warm-weather accessories such as a hand-painted Conch shell, sunglasses, Margarita mix, Key West Aloe sunscreen, Key lime cookies or candy — and a pitch for coverage of a unique upcoming special event that draws attention to the warm-weather appeal of the Florida Keys & Key West. Package elements are to be packed in a quirky, eye-catching box decorated to make it identifiable with the destination.

#### ***"For the Birds" Student Essay Contest***

Geared to attract entries from eco-minded high school or college students, the contest is to feature a prize of a trip for the winning student and his/her parents to the Florida Keys during the peak of the hawk and songbird migration season. The winner and family will participate in the Florida Keys Birding and Wildlife Festival, which offers birding lectures and programs as well as wildlife field trips throughout the Keys; and take a day trip to Dry Tortugas National Park, a recognized Mecca for birders. Promotion for the contest will be directed at birding and environmental publications, e-publications and Web sites. The essay subject will relate to birding in the Keys, and entries will be judged by directors of the Birding and Wildlife Festival and acclaimed Keys birders and naturalists.

#### **PR Activity for Keys Tourism Industry**

The agency will continue to produce an as-needed PR Alert, to inform hoteliers and other industry members of public relations opportunities. The PR Alert is electronically distributed. The agency also distributes tourism advisories to the Keys Tourism Industry.

Agency conducts presentations at Keys industry organizations to demonstrate how individual Keys businesses can tie in with TDC PR programs as well as incorporate public relations into their own business marketing plans

#### **Crisis Management**

Perhaps there is no better test of a communications plan than when a destination is directly hit or threatened by a crisis.

An existing, updated Hurricane Emergency Plan, which integrates the Keys tourism industry and community leaders, serves as a guideline in the event of a storm or other occurrence. Annually, the agency updates the plan and organizes a media blitz with and for the Monroe County Emergency Management Office.

In all situations, a relationship fostered with Monroe County Emergency Management provide dividends for the TDC, the industry and the visitor, and helped efforts to achieve a speedy economic recovery.

For 2006-'07, the agency again plans to attend the annual Governor's Conference on Hurricanes. The annual conference has a series of workshops and networking opportunities providing opportunities to gain additional communication skills and resources with local, state and federal officials. In addition, account supervisor Andy Newman has conducted a hurricane preparedness workshop for tourism interests at six past Governor conferences.

The agency has established a fax-blast network, voice-call alert system and e-mail transmission list to provide Keys lodging properties and tourism interests important information in the event of any emergency. To better aid the visitor and the Keys tourism industry, the agency seeks additional means to streamline communications to provide accurate information to properties and media.

Because advance planning is key to alleviating crisis situations, the agency – on behalf of the TDC – works in conjunction with the Lodging Association of the Florida Keys & Key West to organize a pre-hurricane season preparedness workshop for the tourism industry. The agency maintains excellent relationships with Monroe County law enforcement organizations to provide constant information interchange and coordinated responses to situations that might impact tourism flow.

Crisis management may be needed in situations that involve major traffic accidents, fires, environmental accidents and in other situations that has the potential to impact tourism flow.

## **International Public Relations**

### **United Kingdom/Europe**

The aim of the UK/European PR program is to ensure increased and improved coverage for the Florida Keys in the UK/European markets. This is done with the help of a professional contracted PR agency in Europe. KBC PR & Marketing is contracted to coordinate media relations on behalf of the TDC in the United Kingdom and European countries.

### **Overview**

The increase in condominium "self catering" accommodations in the Keys is viewed as a positive attribute for the European market. However, the cost of both hotel and condo accommodation has grown considerably and the Keys are now significantly more expensive than mainland Florida. This means that the Keys can no longer be seen as a "value" destination and that promotion of it needs to move towards the luxury and specialist niche markets (e.g. diving, fishing etc), who are prepared to pay the higher costs now being charged.

The European feeder markets have also been changing. The British still make up the largest number of overseas visitors to the Keys, and the German's remain second, but the French market was particularly hard hit by problems with the production of biometric passports. This could mean that pent-up demand is being created, ready for the solution to the passport crisis, which is due to be in place very soon. The Scandinavian and Italian markets are both showing signs of interest and should be developed during 2006-'07. The Irish market is also now ripe for exploitation as it has the highest disposable income in Europe, has a very strong affinity with the U.S. and the easiest entry/visa process of any European country.

Such new market developments will have to be modest due to budgetary considerations, as they will necessitate pulling back on activity in other markets, unless additional budget is available.

### **Key European Markets and Messaging**

All market messaging:

- luxury & spa
- specialist niches e.g. charter fishing, diving, outdoor activity etc
- nature and wildlife
- gay & lesbian
- Keys culture

Country messaging:

- UK – family, Florida beyond Disney
- Germany – longer stay, open laid-back attitude
- Ireland – family, Florida beyond Disney
- Scandinavia – general awareness and image
- Italy – general awareness and image

### **Public Relations Tools and Activities**

The following tools and activities will be employed during the year:

- Press releases and press kits
- Photo stories
- Media Visits: Group trips and individual media visits
- TV Filming Trips
- Media Missions
- Trade Shows & Consumer Exhibitions
- Events & Hospitality

### **Press Releases**

KBC plans to issue event-specific news releases each month, translated into the appropriate language for each territory. The event specific releases will outline an event due to take place in four to six months time, allowing for the long lead times of monthly publications and giving media enough time to contact us to facilitate a visit to the event for them. The news releases will of course reflect what is happening in the Keys and cannot be forecast in advance, so the schedule will be flexible, responding to developments as they occur.

Modern technology has changed the media's expectations of what press releases should look like, how long they should be and how they should be distributed. Email is certainly the route forward but plain text emails are not exciting to look at and do not encourage someone to read them. Sending images and logos can take up huge space on people's systems and media dislike that intensely. UK and Europe news and event releases are to be produced in HTML format which means the files will be small enough not to clog up inboxes or take ages to download. Each release would have the colorful Keys graphic at the top and would include an optimized low-res image and minimal copy to grab the reader's attention – this means maximum impact in the shortest possible time. An embedded hyperlink would then take interested readers to the Keys media site to see a longer version of the release providing all the necessary details.

### **Photo Stories**

The UK trade in particular likes to use photos to accompany news stories. 2006-'07 will see the introduction of new window displays to the UK trade and this will be promoted through the press via staging a photo opportunity with the UK Sales Agency and a travel agent. Other opportunities include trade journalists accompanying agent/product familiarization tours.

### **Media Visits**

Media visits, whether in groups or individually, are the second most powerful PR tool available and are guaranteed to generate coverage. They will again form the bedrock of activity for the year. As in previous years, budget should be set aside for transatlantic and internal flights as these are becoming harder and harder to obtain on a complimentary basis from tour operators or airlines. However, we will always seek to work with key industry partners to minimize the cost to the Keys of such activity, obtaining net rate airfares or complimentary car rental whenever possible.

In terms of media focus for these visits, the goal will be to develop relationships with electronic media even further, as per the brief, however in Europe electronic media is not as influential as in the US. We will seek to obtain a guarantee of electronic coverage from each journalist visiting the Keys, in addition to the usual hard copy publication, whether that coverage is in the on-line version of the paper or magazine or a separate commission entirely.

- **UK**

*Group Visits:* Two themed group visits of five journalists and one host:

#### **April 2007 – Celebrate the Conch Republic (25<sup>th</sup>).**

To showcase one of the destinations' larger events while providing excellent story and holiday ideas.

#### **January/February 2007 – Luxury Keys.**

To showcase the Keys' luxury properties and activities and support the UK Sales plan to attract British holidaymakers away from cheaper areas of Florida.

*IMV's (Individual Media Visits)* Five individual targeted media visits during the year promoting the luxury and niche activity markets.

- **Germany**

*Group visits:* One group visit of six journalists and one host in April/May 2007 designed to showcase the many different activities offered in the Keys that would keep visitors in the region for more than 2 days.

*IMVs:* Four individual media visits throughout the year, focusing on the luxury and gay markets.

- **France, Scandinavia, Ireland, Italy**

*IMVs*: Up to a maximum total of 8 individual media visits from all four markets during the year.

In addition to these market specific group trips and *IMV*'s we will also source appropriate media to attend the annual group Gay trip, targeting two journalists each from the UK and Germany and another one from each of the other four geographical areas.

### **TV Filming Trips**

The old adage "a picture speaks a thousand words" is still very true and television coverage is the most powerful and cost effective route to attracting visitors to any destination.

2006 has been very successful in terms of TV coverage, with 4 UK, 3 German and 1 French film crew visiting the Keys. It is unlikely to be possible to maintain this level, however, and so the goal will be to seed and organize at least one filming trip each from the UK and Germany and a further one from the other markets.

Opportunities for TV coverage in the UK are continuously changing as series are re-commissioned, newly pitched or abandoned. Potential national opportunities currently include:

**BBC 1: Holiday** – The longest running travel programme in Europe. Pitches for the 2008 series will take place in Feb/March 2007 if it is re-commissioned.

**Channel 4: Richard & Judy** - A very popular afternoon magazine programme. Their Book Club may be interested in the Literary Festival & Lorian Hemingway's new book, when complete.

**BBC2: Full on Food** – A dedicated hour long food show that sometimes visits international destinations to look at their food styles. If re-commissioned we will pitch to Keys specific food items.

**BBC1: Holiday Hit Squad** – Early evening holiday six-part show, produced for the first time in 2006 (replaced Departure Lounge). Will know in March 2007 if to be re-commissioned.

In Germany, we would target:

**Bayern 3: Fernweh** - Very popular German travel program which runs on the public TV channel Bayern 3. The program regularly features destinations (45 minutes on one destination exclusively).

Experience in 2005-'06 has shown that it can be extremely cost-effective to work with other Florida partner destinations, such as Lee County, Miami-Dade County and Disney. The agency will seek to develop further cooperative activities with these Partners.

### **Media Missions**

Following on from the success of the 2006 UK Media Mission, it is recommended that a German and another UK mission are organized in 2006-'07. Timing for this would be May/June, in preparation for the hurricane season. In the UK the South & South West, Ireland and Northern Ireland would be targeted, whilst in Germany, the major media cities of Munich and Hamburg would be visited. The German mission would support the Sales mission taking place at the same time.

For Scandinavia, Italy and France it is recommended that a PR representative travels with the Sales representative to support their activity and develop media contacts at trade shows TUR (Sweden) and BIT (Italy), extending their stay by a day or two to provide as much opportunity as possible to meet and network with local media. It would also be beneficial to work with Sales in France, depending on what activity is planned.

Working with the local Visit USA Committees and other Florida Partners in these markets will be necessary and can be very successful as demonstrated by the joint Paris dinner with Visit Florida in 2006 that resulted in a visit by France 2 television.

### **Trade Shows & Consumer Exhibitions**

Trade shows are an important part of the annual activity calendar as they provide excellent opportunities not just for trade coverage, but also to network with key consumer journalists. TDC will partner with Visit Florida wherever possible. Partnering would be possible at both WTM in London and ITB in Berlin.

The agency proposes a PR representative attend the following shows, providing that the sales department can supply an exhibitor badge to gain entry to the main trade shows.

<b>Show</b>	<b>Dates &amp; Location</b>
Tour American Ireland Visit USA Masquerade Ball*	6-9 October, Dublin *Cellet is recommending sponsorship of this event so it will be important to maximize PR opportunities arising from that sponsorship
Birmingham Dive Show	14-15 October 2006, Birmingham
Salon Envie De Partir	October 2006, France
WTM	6-9 November 2006, London
ABTA	23-26 November 2006, Marbella, Spain
International Luxury Trave Show	4-7 December, Cannes, France
Vakantiebeurs	9-14 January 2007, Utrecht, Netherlands
Manchester Holiday Show	12-14 January, Manchester, England
Visit USA Belgium	8 -12 February, Brussels
BIT	22-25 February, Milan
ITB	13-17 March 2007, Germany
TUR	22-25 March 2007, Goteburg, Sweden
Pow Wow	21-25 May, Anaheim

### **Events & Hospitality**

- **UK**

To celebrate the 25<sup>th</sup> anniversary of the Conch Republic, UK Sales and PR recommend hosting a joint party in March, as part of the UK Sales Mission being held at that time (12-15 March 2007). Guests should include consumer and trade media, key travel agent contacts, tour operator contractors and product managers. The event would be jointly organized by KBC and Cellet.

Up to 50 guests would be invited to a suitable London location, such as Sugar Reef, where the aim would be to re-create the atmosphere and activities of the real event in the Keys, such as the drag race and pajama party. We would set up a screen to show 2006's activities – perhaps using footage recently shot by The Travel Channel at 2006's event.



It would also be good to have a drag queen perform a set of songs at the club, to help create the atmosphere. Whilst many of the Republic events are gay-themed, this is not seen as detracting from its interest to non-gay guests, many of which would love to attend this kind of event but would prefer the "security" of a group experience.

- **Other Territories**

The other European markets are not large enough to warrant individual Keys events, especially when budget is limited. However, it would certainly be worthwhile the Keys participating in pay-to-play events organized by other organizations in these areas, such as Visit Florida, the Visit USA Associations and TIA. For example, in Germany, Visit Florida will again be organizing the Oktoberfest event and an ITB media event in which the Keys should certainly participate. In addition, there is to be a Sales Mission in Germany, coinciding with a Media Mission, and it would be ideal to create a media dinner at the same time.

## **Other Foreign Markets**

### **Latin America**

The agency plans to participate in the La Cumbre de Turismo travel trade show. La Cumbre traditionally attracts nearly 100 journalists from throughout Latin America and the United States. The agency also traditionally attracts Despierta America, the top-rated morning television show in America and Latin America, to execute a live broadcast from the Keys each summer. The agency will continue on-site PR support at Travel Industry of America's Pow Wow. Pow Wow attracts a significant number of Latin American journalists and is a very important event that brings together more than 300 foreign travel journalists.

### **China**

China is seen as a huge emerging market in the future for the United States. The agency will begin investigating public relations opportunities in this market and look at partnering with Visit Florida to participate in activities they might be planning.

## **MEASURABILITY**

The agency contracts with a national clipping service to monitor public relations efforts. Rather than producing volumes of clip books, the agency now showcases original clips at TDC meetings to inform the council of results. The agency will provide the TDC with analysis of various media projects to provide dollar value of coverage received. Although comparative costs can be achieved, based on media rate cards for time and space, it is difficult to assess the value of increased credibility and readability editorial materials generally garner.

**Preliminary Public Relations Expense Budget for FY' 2006-'07**

Media materials (Media kits, releases, photo reproduction, CDs, etc.).....	\$9,000
Postage and FedEx .....	\$4,000
Electronic Marketing Development.....	\$50,000
Print clipping and broadcast monitoring services (evaluation process) .....	\$10,000
Special events support (those with inadequate funding) .....	\$75,000
Broadcast support .....	\$60,000
Travel journalist, other conferences.....	\$15,000
Domestic and foreign media research trips (includes allocation for air transportation, food, etc.).....	\$80,000
PR Alert and miscellaneous in-county .....	\$1,000
Domestic media development missions .....	\$18,500
Spot News Coverage.....	\$50,000
UK/European sub-agency contract.....	\$125,000
UK/European PR expenses.....	\$100,000
Web Site Editor.....	\$27,000
Ameurop Assistance Program .....	\$18,000
PR stringer expenses .....	\$5,000
Gay market PR Stringer .....	\$12,000
Gay Editorial Photo Shoot .....	\$7,500
Resources .....	\$15,000
<b>Total Proposed PR Expense Budget for FY 2006-'07 .....</b>	<b>\$682,000</b>

OCTOBER 2006												
GENERAL PR EFFORTS						SPECIAL EVENTS PR EFFORTS						
Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance / Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage /Results	District/ Umbrella
TDC Regular Meeting												
DAC Regular Meetings												
<b>DOMESTIC</b>												
2007 Keys Fishing Tournament Schedule												
Halloween Events Roundup												
"Art Attack" PR												
Visit Florida Montreal Media Reception		*			*							ALL/F
<b>INTERNATIONAL</b>												
Key West Literary Seminar/Jubilee Celebration release												ALL
Key West Yachting Race Week/sailing destination Release												ALL
Tour America Ireland	*											I
Birmingham Dive Show	*											ALL
Salon Envie de Partir	*											ALL
<b>EVENTS</b>												
Indian Key Festival												ALL
Goombay Festival												ALL
Underwater Pumpkin Carving												ALL
Fantasy Fest												IV/C
Opening of Stone Crab Season												IV/C
Mercury Baybone Celebrity Tournament												V
Mercury Outboards' Bonefishing World Champ /Isla. ALL-Tackle Bonefish Tour.												V
Women's World Invitational Fly Championship Bonefish Tournament												IV/F
Ladies, Let's Go Fishing! Take Stock Backcountry Challenge												IV/F
Action Craft's Annual Owners Tournament												IV/F

NOVEMBER 2006												
GENERAL PR EFFORTS							SPECIAL EVENTS PR EFFORTS					
Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting						•						
DAC Regular Meetings					•	•						
<b>DOMESTIC</b>												
What's New Winter 2007			•				*					ALL
Holiday Boat Parades Press Release							•					ALL
Christmas in the Keys Press Release							•					ALL
2007 Calendar of Events			•				•					ALL
Visualize Paradise Press Trip	*											
<b>INTERNATIONAL</b>												
World Travel Market (UK)	•											ALL
ABTA	*											ALL
What's New Winter 2007			•									ALL
Marathon Seafood Festival /Keys food culture release							*					III/ALL
<b>EVENTS</b>												
Key West Old Island Days							•					I/C
Island Jubilee							•					V/C
Key West Offshore World Championship Powerboat Races					•		•		•	•	•	I
Corvettes in Paradise							•				•	IV
Pirates in Paradise							•			•	•	I
Skydive Marathon							•			*	•	III
Marathon Bike-a-Thon							•					III
Mercury							•				•	IV/F
Cheeca/Redbone Celebrity Tournament												
Islamorada Sailfish Tournament							•		•	•	•	IV/F
Islamorada Fishing Club Junior Derby							•		•	•	•	IV/F

DECEMBER 2006												
GENERAL PR EFFORTS						SPECIAL EVENTS PR EFFORTS						
Media Support	Media Research	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting						•						
DAC Regular Meetings					•	•						
<b>DOMESTIC</b>												
"Keys to Cold Weather Relief" kickoff			•									ALL
Angling for Adventure Press Release							*					ALL/F
<b>INTERNATIONAL</b>												
2007 Calendar of Events			•									ALL
Conch Republic Celebration and Keys culture							•					ALL/C
International Luxury Travel Show	*											ALL
<b>EVENTS</b>												
Lighted Boat Parades												ALL
Key West Symphony Orchestra Performance							•					I/C
Key West Holiday Parade							•					I
New Year's Celebrations							•		•		•	ALL
Lower Keys Winterfest							•					II
Old Island Days Holiday House Tours							•					I/C
Ocean Reef BTU Backbone Classic							•				•	V/F
Key West Kwanzaa							•					I/C
Islamorada Junior Sailfish Tournament							•				•	IV/F
Islamorada Sailfish Tournament							•				•	IV/F
Islamorada Fishing Club Captain's Cup Sailfish Tournament							•				•	IV/F
Mercury/Cheeca Redbone Celebrity Tournament							•				•	IV/F
Captain Don Gurgiole Sailfish Tournament							•				•	IV/F

JANUARY 2007													
GENERAL PR EFFORTS							SPECIAL EVENTS PR EFFORTS						
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting							*						
DAC Regular Meetings							*						
<b>DOMESTIC</b>													
Conch Republic 25 <sup>th</sup> Anniversary				*				*					ALL
Promotion/Contest Kickoff													
New Meeting Facilities/Programs in the Keys				*				*					ALL
Visit Florida New York Media Reception			*			*							ALL
Visit Florida Toronto Media Reception			*			*							ALL
<b>INTERNATIONAL</b>													
Seven Mile Bridge Run Press Release								*					III
ITB Press Release								*					ALL
Vakantiebeurs	*												ALL
Manchester Holiday Show	*												ALL
<b>EVENTS</b>													
Old Island Days House & Garden Tours								*					I
Sculpture Key West's Art in the Park								*		*	*	*	I/C
Hammocks State Park Lecture Series								*					V
Key West Symphony Performance and Musical Tradewinds Catamaran Regatta								*				*	I/C
Art Under the Oaks								*				*	V
Key West Race Week								*					IV
Paws for a Cause								*		*	*	*	I
Key West Literary Sem.								*	*	*	*	*	III
Florida Keys Medieval Festival								*	*	*	*	*	I/C
Key West Craft Show								*		*	*	*	II/C
John Muscarello Kingfish Challenge								*				*	I/C
Key Largo Sailfish Chall.								*				*	IV/F
Cheeca Presidential Sailfish Tournament								*				*	V/F
								*				*	IV/F

JANUARY 2007														
GENERAL PR EFFORTS							SPECIAL EVENTS PR EFFORTS							
Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella		
Over the Hill Rip Off							.				.	IV/F		
Hog's Breath King							.				.	I/F		
Mackerel Tournament							.				.	IV/F		
Islamorada Fishing Club Sailfish Tournament							.				.	IV/F		
Islamorada Goes Backcountry Tourney							.				.	IV/F		
Swamp Guides Fishing Tournament							.				.	IV/F		
Holiday Isle Sailfish Tournament							.				.	IV/F		

FEBRUARY 2007												
GENERAL PR EFFORTS						SPECIAL EVENTS PR EFFORTS						
Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting					*	*						
DAC Regular Meetings					*	*						
<b>DOMESTIC</b>												
From Palette to Palate Press Trip	*				*	*						
Visit Florida Atlanta Media Reception		*			*	*						ALL
Adventure Travel Show	*											ALL
Dive into the Florida Keys Press Release			*		*	*						ALL
Travel Media Association of Canada Conference			*		*	*						ALL/D
Own a City Campaign			*		*	*						ALL
<b>INTERNATIONAL</b>												
PrideFest/Gay Events Press Release												ALL
Luxury Keys Press Trip	*				*	*	*					I
Visit USA Belgium	*				*	*						ALL
BIT	*											ALL
<b>EVENTS</b>												
Pigeon Key Art Festival												ALL
Bahamian Cultural Festival												ALL
Sweetheart Arts & Crafts Festival							*		*	*		III/C
Islamorada Chamber House Tours							*					III/C
Civil War Heritage Festival							*					IV
Winter Star Party							*			*		I
Terry Cassidy Pickin' Party							*		*	*		II
Old Island Days Art Festival							*					II
Islamorada Women's Sailfish Tournament							*					I/C
Captain Leon Shell Memorial Billfish Tournament							*		*	*	*	IV/F
Islamorada Fishing Club Kingfish Tournament							*				*	III/F
							*		*	*	*	IV/F



MARCH 2007												
GENERAL PR EFFORTS						SPECIAL EVENTS PR EFFORTS						
Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting					•	•						
DAC Regular Meetings					•	•						
<b>DOMESTIC</b>												
What's New Spring 2007			•				•					
Boaters' Paradise Press Release					•		•					ALL
<b>INTERNATIONAL</b>												ALL
ITB Berlin (including Visit Florida Leibniz-Klausen event)	•				•							ALL
TUR	•				•							ALL
What's New Spring 2007			•									ALL
Hemingway Days and Keys History Press Release							•					I/ALL
UK Sales Mission/Media Party	•											ALL
<b>EVENTS</b>												
Historic Seaport Music Festival							•					I/C
Marathon House & Garden Tours							•					III
Key Largo House & Garden Tours							•					V
Conch Shell Blowing Contest							•		•	•	•	I/C
Marathon Seafood Festival							•		•			III
Del Brown Invitational Permit Tournament							•				•	I/F
Mercury Celebrity Sunset Tarpon Tournament							•				•	III/F
Key West Fishing Tournament Kickoff							•				•	I/F
Islamorada All-Tackle Spring Bonefish Tournament							•				•	IV/F
Backbone Lures "Fish 'til you Lose it" Tournament							•				•	IV/F

APRIL 2007													
GENERAL PR EFFORTS							SPECIAL EVENTS PR EFFORTS						
Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance / Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella	
TDC Regular Meeting					*	*							
DAC Regular Meetings					*	*							
<b>DOMESTIC</b>													
Conch Republic 25 <sup>th</sup> Anniversary Promotion			*										
Florida Media Blitz		*	*		*			*					ALL
Visit Florida Boston Media Development Mission		*			*								ALL
<b>INTERNATIONAL</b>													ALL
Underwater Music Festival/Dive Press Release							*						II
Conch Republic Anniversary Press Trip	*				*								ALL
Conch Republic Anniversary Media Event			*		*								ALL
Visit Florida Manchester Media Reception		*			*								ALL
Regional Media Blitz		*	*		*				*				ALL
Pow Wow	*												ALL
<b>EVENTS</b>													ALL
Bay Jam													ALL
Underwater Easter Egg Hunt							*		*	*	*	V	V
Earth Day Round Up							*		*	*	*	ALL	III
Long Key Bike-Kayak Event	*						*				*	ALL	I/C
Robert Frost Poetry Fest							*					I/C	I/C
Key West Symphony Performance							*					ALL/C	ALL/C
Key West Symphony "Gift of Music" Concerts							*					ALL/C	ALL/C
Lower Keys Jazz Fest							*					III/C	I
Taste of Key West							*					I	III
Seven Mile Bridge Run							*			*	*	IV	I
Taste of Islamorada							*			*	*	I	I
Conch Republic Independence Celebration							*			*	*	I/F	III/F
World Sailfish Tournament							*			*	*	V/F	III/F
Ladies Tarpon Tournament							*			*	*	V/F	III/F
Ghost Hunt Tournament							*			*	*	V/F	III/F
Mercury Celebrity Sunset Tarpon Tournament							*			*	*	V/F	III/F

APRIL 2007													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance / Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
Key Largo Dolphin, Wahoo & Tuna Tournament								.				.	V/F
Key Largo Dolphin Tournament								.				.	V/F

MAY 2007												
GENERAL PR EFFORTS						SPECIAL EVENTS PR EFFORTS						
Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting					*	*						
DAC Regular Meetings					*	*						
<b>DOMESTIC</b>												
Update Hurricane Plan; Media Blitz with Emerg Mgt. Conferences		*	*					*				ALL
Keys Hurricane Preparedness Workshop for Tourism Industry			*		*							ALL
New Meeting Facilities/Programs in Keys				*			*					ALL
Ladies Learn to Fish Press Trip	*				*							IV/F
"For the Birds" Student Essay Contest Kickoff				*			*					ALL
<b>INTERNATIONAL</b>												
Islamorada Swordfish Tournament, Charters and Game Fishing Press Release							*					IV/F
German Press Trip	*				*							ALL
Pow Wow	*				*							ALL
<b>EVENTS</b>												
Barley Bay Festival							*				*	V
Truman Legacy Symposium							*			*		I/C
Island Festival/Taste of Key Largo							*					V/C
Key West Songwriters' Festival							*		*			I/C
Marathon Offshore Grand Prix							*		*		*	III
Rolex/IFGA Inshore Championship							*				*	IV/F
Marathon Int'l Tarpon Tournament							*				*	III/F
Golden Fly Tarpon Tournament							*				*	IV/F
Coconuts Dolphin Tournament							*				*	V/F
McDonald's Invitational Tarpon Tournament							*				*	III/F
Dolphin Masters Invitational							*				*	I/F

JUNE 2007													
GENERAL PR EFFORTS							SPECIAL EVENTS PR EFFORTS						
Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella	
TDC Regular Meeting					•	•							
DAC Regular Meetings					•	•							
<b>DOMESTIC</b>													
What's New Summer 2007			•										
Domestic and Pan-European Gay Press Trip	•				•							I	
<b>INTERNATIONAL</b>													
Fantasy Fest Press Release							•						
What's New Summer 2007			•				•					ALL	
Pan-European Gay Press Trip	•											I	
<b>EVENTS</b>													
Cuban Am. Heritage Fest.							•					I/C	
PrideFest Key West							•		•		•	I	
Tropical Fruit Fiesta							•					I	
Island Sun Splash							•					IV/V/D	
Marathon Community Classic							•				•	III	
Don Hawley Invitational Tarpon Tournament							•				•	IV/F	
Islamorada Fishing Club Dolphin Tournament							•				•	IV/F	
Women's World Invitational Tarpon Fly Champ. Series							•				•	IV/F	
Big Pine & Lower Keys Dolphin Tournament							•				•	II/F	
Father's Day Dolphin Derby							•					III/F	
Gold Cup Tarpon Tournament							•				•	IV/F	
Key West Gator Club Dolphin Derby							•				•	I/F	
Dick Fuhr Memorial Dolphin Tournament							•				•	V/F	
Key West Fishing Tournament							•				•	I/F	
Swordfish Tournament							•				•	III/FW	
Burdines Waterfront Dolphin & Blackfin Tuna Tournament							•				•	IV/F	
Coconut Cove Resort Dolphin Tournament							•				•		

JULY 2007												
GENERAL PR EFFORTS						SPECIAL EVENTS PR EFFORTS						
Media Support	Media Research Fam	Media Develop, Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting					*	*						
DAC Regular Meetings					*	*						
<b>DOMESTIC</b>												
Dive into the Keys Press Trip	*				*							ALL
<b>INTERNATIONAL</b>												
Key West Offshore Worlds Press Release							*					I
<b>EVENTS</b>												
Coral Spawn							*			*		ALL
Great American Fish Count							*					ALL
Underwater Music Festival							*		*	*	*	I/C
July 4 Firework Round up							*					ALL
Mel Fisher Days							*			*		I
Reef Awareness Week							*					I
Hemingway Days Festival							*		*	*	*	I/C
Drambuie Key West							*	*	*	*	*	I/F
Marlin Tournament							*				*	IV/F
Holiday Isle Dolphin Tournament							*				*	I/F
Conch Republic Ladies' Dolphin Tournament							*				*	I/F
Ladies' Reel at the Reef							*				*	V/F
IFC Red Ghost Stalk							*				*	IV/F
Geiger Key Dolphin Tournament							*				*	I/F

AUGUST 2007													
GENERAL PR EFFORTS							SPECIAL EVENTS PR EFFORTS						
Media Support	Media Research	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance / Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella	
TDC Regular Meeting													
DAC Regular Meetings													
<b>DOMESTIC</b>													
2008 Florida Keys Fishing Tournament Calendar (begin; to be distributed in Oct.)												ALL/F	
Historic Highlights of the Keys Press Release												ALL	
<b>INTERNATIONAL</b>													
Keys New Year's Eve Celebrations												ALL	
<b>EVENTS</b>													
Mercury Little Palm Island Grand Slam												I/F	
Coral Reef Spawning												ALL	

## **L. FLORIDA KEYS and KEY WEST FILM COMMISSION**

### **Purpose**

The purpose of the Keys Film Commission is to bring awareness of our location to the film, television, entertainment and print industry. Additionally the Film Commission provides assistance and support to productions shooting in the Keys. The film commission may also provide necessary information, props or signage to assist a production company in creating a story that references Monroe County.

### **Objectives**

1. Through marketing and advertising, to be pro-active in bringing a greater awareness of Florida Keys locations to the production industry.
2. To provide assistance when production companies are on location in the Keys.
3. Provide story ideas, events, flora and fauna, attractions and lifestyles and historical information to scriptwriters.
4. Provide local production job opportunities.

### **Goals**

1. Create a film industry ad campaign with the TDC Advertising Agency .
2. Increase marketing efforts in the international film production industry.
3. Develop a FAM trip for feature film and television location managers.
4. Increase marketing efforts to commercial production industry.
5. Develop marketing efforts to the video gaming industry.



## **Implementation**

### **Film Florida**

Film Florida is an organization that was founded to promote Florida as a film destination. Made up of State film commissioners, labor unions, individuals and businesses catering to the film, television and print industry. Our presence will continue with Film Florida in 2006 -2007. Our film office in conjunction with Film Florida will organize two New York marketing missions plus one or two other marketing receptions during the upcoming fiscal year.

### **Website**

The Florida Keys & Key West Film Office will be making improvements to its current website, [www.filmkeys.com](http://www.filmkeys.com).

For the 2006 –2007 fiscal year we intend to create a video page on our site which will offer film makers an opportunity to showcase short works shot in the Florida Keys. As a project goes up on the video page an e-campaign will precede it encouraging industry professionals to view the video. Once on the site, we expect people will take the time to look through our location photos and location video.

We continue to use the services of Production Point, a locations website geared to domestic as well as international clientele. We also continue our presence on the Kemps website. Kemps is an internationally distributed handbook of production services for the film, television and commercial industry. Last year they created a website for queries to film commissions and services advertising in their book.

### **Advertising/Marketing Campaign**

The film office will continue its presence in the international markets. We will partner with Film Florida in creating a London Mission to reach out to UK producers and directors. While the dollar remains weak against the pound and with our new state film incentive we have more to offer the UK and the EU than great locations and perfect winter weather. To this end, we will develop with the TDC Advertising Agency a print campaign to target Europe as well as the domestic market. We will also be advertising both on line and in print with The Location Guide and The Industry Labor Guide both production tools reaching an international trade.

## **New Marketing Tools**

The Governor signed the budget making available on July 1, 20 million dollars for Florida's Film Incentive plan in the Governor's Office of Film and Entertainment. Film commissioners and those who work in the industry are thrilled with the increase in the incentive money from 2.4 to 10 million. The State government understands how important and lucrative an industry this can be in Florida. As far as marketing tools, the incentive plan is the best program the state can offer.

Additionally, Reel Scout, an on-line interactive location library, which has been quite costly to attain individually will now be funded by the State Office and open to all State film offices free of charge. We will receive training for this site and may submit as many photos as we like into the library.

## **FAM Trip**

The film office will put together a FAM trip of film and television location managers and producers. The target group would be those who are unfamiliar with the Keys or those who tend to look at the Caribbean because they do not realize the extent of our locations and easy access. We will aim for a group of three to five people to spend three or four nights throughout various districts of the Keys so to have an opportunity to see our diverse locations.

## **Increase Marketing Efforts to Commercial Production Industry**

The film office will obtain a data base of top ad agencies who produce television commercial spots. We will create e-postcards with direct links to the [www.filmkeys.com](http://www.filmkeys.com) website.

We will also add agency reps to our invitation list for our marketing effort in New York.

We were able to do this with both New York and Santa Monica events including TiBeCa Film Festival. The film commissioners take photos which are then posted to a website specific for the event. Postcards are handed out at the receptions which drive people to our site throughout the next couple of months at which time there are links to our individual film commission sites. The visits to the sites number in the thousands.

## **Develop Marketing Efforts to the Video Gaming Industry**

The video gaming industry is a fast growing high-end industry. The developers are looking toward real locations in the creation of backdrops for the games. In using mostly still images they create 360 environments for the games. The film office will reach out to this segment of the industry through our marketing receptions and e-postcards.

## Industry Trade Shows

Trade shows are venues where the Film Commission office has an opportunity to promote what is available in our destination directly to production companies. Attendance at the following trade shows is proposed for fiscal year 2006 - 2007.

1. **Location Expo** is scheduled for Santa Monica, attendees include location managers, location scouts, writers, producers, and directors.
2. **Film Florida Conference** is scheduled each May or June. This is an annual meeting and seminars where industry professionals are invited speakers. It is also at this time that the council officers and executive board is voted on.
3. **New York Mission** - We plan another New York Mission this year scheduled for autumn. The Florida Keys Film Office will again coordinate the reception for independent film makers in the East Village, New York. Attendees are to include producers, directors and executives from the film and television industry. We will schedule another marketing event in New York to coincide with TriBeCa Film Festival scheduled for April.
4. **Los Angeles Mission** - The film office plans to partner with the Governor's Office of Film & Television to coordinate a reception for Los Angeles film makers who came from Florida or attended Florida Universities. It will be a way to keep Florida on the minds of film makers and also find out from them what they require in order to make films here.
5. **Film Festivals and Sales Missions** - Regional film offices are considering opportunities to partner with the State Film Office and production and distribution companies to bring awareness of Florida as a film destination. Targeted attendees are producers, directors and executives in the film and advertising industries.
6. **London Broadcast Production Show or Cannes Lyons** - This trade show takes place in late May or early June. The Florida Keys film office has been coordinating this show for Film Florida during the past three years. After the show this coming June, this office will decide and recommend whether to continue with London or set our site on Cannes Lyons, the commercial industry show.

## Location Scouts

Once a production company has been supplied with location photos, video and requested information, the production company may send a location scout or location manager out to take photographs of the areas the company is interested in. On these occasions the Film Liaison meets with and/or escorts the location scout to the possible shoot sites in Monroe County. At times this effort requires the hiring of a helicopter and driving out of county to pick up or drop off the scout from Miami International Airport.

Once the location scout provides the production company with his/her photographs a second and possible third scout may evolve consisting of the producer, director, art director and location manager. Again, the Film Liaison provides escort and possibly transportation for the scout. Efforts made by the film office and local businesses during these scouts may strongly effect the outcome of a location decision.

### **Location Shoots**

When a film, television or still shoot client decides to shoot on location in the Florida Keys, the Film Commission office provides continued assistance dependent upon the need of the company. This assistance may include assistance with permitting, facilitation of discussions and meetings with government officials, law officers, owners or managers of businesses and properties. This office then assists in locating crew to work on the project, establishing contacts for specific equipment or props, hotel room and restaurant possibilities and a myriad of requests that are unforeseen.

The Film Commission office also provides information and assistance to the hotel/motels, crew and property owners in the Keys if they have questions or concerns regarding the shoot. Information is provided as to what to expect and what to ask for from a production using their property.

The Film Liaison intends to facilitate a successful experience for both the production company, local crew and businesses.

### **Public Relations Opportunities**

The Film Liaison will continue to work with Stuart Newman Associates and industry publications and publicists for production companies to identify PR opportunities in print and broadcast media for the Florida Keys & Key West.

## **Measurability**

A 'Heads in Beds' report will continue to be submitted as part of the TDC meetings report. This accounts for productions who have utilized the film commission and/or shoot on public property and stay in the Florida Keys.

A year end economic impact report based on numbers from the production companies is to be submitted to the TDC. This includes revenue generated in county, room nights booked, production days and locals hired

A break down of which production companies have utilized the Florida Keys as a location is submitted as part of the TDC reports.

## Budget FY 2006

### Film Industry Trade Shows

Film Florida quarterly meetings	
New York Missions	
Locations Expo	
Film Florida Conference	
Broadcast Production Show or other International Shows	
Marketing Missions	
<b>Registration and Show Expenses</b>	<b>\$10,000</b>

### Travel Expenses

Air Fare, Hotels, Meals, In-county mileage	\$9,900
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### Dues and Fees

Association of Film Commissioners International	\$700
Film Florida	\$1,500

### Communications

postage, phone, FAX, cell phone, pager, e-mail, 800 incoming calls	\$5,000
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### Support materials

film and processing, office supplies, promotional materials	\$7,500
vehicle rentals - boat/helicopter and auto rental for location scouts and escorting location shoots	

### Trade publication subscriptions

\$400

### Production of industry support material

Florida Keys & Key West Production Guide, Production Guide mailing expenses, WEB site maintenance, database and mailing support, postcards	\$12,000
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### Support equipment

computer programs, etc.	\$4,600
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### E & P for Production Executives

\$3,000

### Student intern/location photographer

\$5,000

### Advertising

\$11,400

### Resources

\$4,000

### Total

**\$75,000.00**

## **M. MARKET RESEARCH**

### **PURPOSE:**

The most successful marketing strategies are those developed through a systematic process fueled by research. Market Research is the use of scientific methods to identify and define marketing opportunities and challenges; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve our understanding of marketing as a process. Market Research needs to be carried out regularly because of the constantly changing environment in which we operate, due to shifts in consumer tastes, technological advances, and changes in economic conditions.

The TDC Market Research department designs and conducts research initiatives focused on tourism in the Florida Keys, which are then interpreted and presented within the context of wider industry trends. Ongoing projects are designed to monitor and reveal shifts in demographics, psychographics, and consumer behavior/motivation among both potential visitors and actual visitors to the Florida Keys & Key West. The purpose of the TDC's Market Research department is to maximize the quality, value, effectiveness and application of research in the development of marketing strategies and in measuring the extent to which marketing goals have been met.

### **OBJECTIVES:**

The objectives of the Market Research program are:

1. To identify accurate, ready, cost-efficient sources of information regarding travel and tourism trends, consumer motivation, and economic indicators in order to advance the development of successful marketing strategies.
2. To continuously gather and track information in order to inform the development and execution of the marketing plan and any ad-hoc shifts in marketing strategy (e.g. terrorist attacks, war in Iraq, hurricane season, etc.).
3. To conduct ongoing primary data collection studies of visitors to the Florida Keys & Key West, as well as potential visitors, including web site visitors and 800-number callers.
4. To evaluate and measure the attainment of overall marketing goals and strategic objectives.
5. To coordinate with other departments, the agencies, and the public and private sectors in the provision and use of applied, actionable research to inform the decisionmaking process and measure effectiveness.
6. To further the understanding and utilization of emerging technologies in the field of market research and strategic marketing.

## **GOALS:**

The goals of the Market Research program are:

1. To develop a study of the effectiveness of our website, [www.fla-keys.com](http://www.fla-keys.com), in consumer vacation planning and fulfilling intermediary inquiries (travel media, travel trade and meeting planners).
2. To develop a study of travelers' awareness of the destination and the role of price and value in their vacation decision process.
3. To execute a study of the Florida Keys and Key West Destination Wedding and Honeymoon market, including growth of the market segment.
4. To develop a study of the propensity of international travelers to seek boutique, B&B/Guest House lodging and/or "value added" vacation experience and examine the special considerations for marketing to those traveler segments.
5. To assist in development and facilitation of a 10 year update of the 1996 comprehensive study of Florida Keys and Key West visitors through a partnership with NOAA, examining shifts in visitor profiles.
6. To increase the scope and methods of data collection in tracking the effectiveness of advertising, sales, public relations, film, and visitor information services.

## **RESEARCH METHODS:**

Every research study begins with the identification and formulation of a research question. Once this has been established, the potential sources of information available to answer the question are identified. A research design is then developed. Research designs may be either quantitative or qualitative in nature. Elements of both designs may also be used together in mixed-methods studies to provide more information than could be obtained from using either one alone.

### **Quantitative Analysis:**

Quantitative research focuses on numbers, logic, and the objective, providing quantifiable responses to a specific question obtained from a statistical sampling of a target population. While quantitative data collection techniques can vary depending on the sampling design and the type of information to be collected, the traditional empirical quantitative technique in market research is the survey questionnaire. By administering a survey to a random sample of a population, one is able to draw inferences about the behavior of an entire population.

Survey instruments can include a record sheet for observations, a self-completion questionnaire, or a questionnaire administered by an interviewer. The medium by which the survey is implemented can include mail, telephone, face-to-face interviews, e-mail and the web.



Following the collection of data through the survey instrument, the data are coded and entered into a data file for tabulation and analysis. Resulting summary tables and graphs are the basis for the final report, which outlines the methodology, details the answer to the research question(s), and prescribes conclusions and recommendations.

### Qualitative Analysis:

Qualitative research deals in words, images, and tends to be more exploratory and less structured than quantitative research. Qualitative research includes focus groups, in-depth interviews, and observational techniques such as the mystery shopper. While the results of focus groups reflect only a very small segment of the target market, their results offer a far more in-depth understanding of the target's perspectives or opinions than is otherwise obtainable through surveys. With qualitative research, the intent is to provide an understanding of perceptions, feelings, attitudes and motivations.

Market segmentation, the process of breaking the total travel market into smaller, more uniform groups, is one of the basic principles of tourism development and marketing. It recognizes that both business and pleasure travel markets have separate segments, each with a unique set of needs and preferences. By defining markets into segments one can better understand whom, when, how, and why people travel to the Florida Keys & Key West.

In order to be successful in reaching these target markets, we must not only focus on the needs and preferences for each group, but also what motivates these individuals to engage in travel in the first place. The key to understanding travelers' motivations is to see travel as a satisfier of need and wants. Once we understand our visitors needs and wants we will be better prepared to satisfy them.

## IMPLEMENTATION:

### ***Research focusing on potential visitors (inquirers) to the Florida Keys & Key West.***

Telephone inquiries will continue to be tracked through the VIS software, with monthly and annual reports summarizing the origin of the inquirer (state, country, top cities and states), the advertising source (magazines, newspapers, TV, Internet, etc.), as well as interests, month of arrival, mode of transportation, length of stay, and number in party. Reports will continue to be produced for each District and the County overall. The software and report functions will be maintained and upgraded as needed. Call count reports will enable tracking of monthly and annual variations in VIS call volume to aid operational management. We will increase visitor response by enhancing the VIS system to capture email and internet based inquiries. We will continue to report on the wealth of data gleaned from the Key West Business Guild's Gay and Lesbian VIS database.

### ***Research focusing on actual visitors to the Florida Keys & Key West.***

Intercept interviews with visitors to the Florida Keys & Key West continue to be the cornerstone of our research efforts with respect to actual visitors. The Visitor Profile Survey will continue to gather demographic, expenditure, activity, trip planning and expectation vs. satisfaction data from visitors to the Keys. We will enhance our capability of predicting repeat visitation through analysis of visitor expectations as compared to visitor experience. 'Special topic' questions will be added on an as-needed basis. We will continue to track prior cruise ship visitation in District 1 in order to measure potential for conversion into overnight visits. The data collection will continue to be

conducted by an outside research firm, with the data analysis and reporting performed in-house. We will further develop market segmentation studies of both actual and potential Florida Keys visitors based on interests including soft adventure, cultural, weddings, and family travel.

Smith Travel Research data will continue to be utilized on an ongoing basis in order to gauge lodging industry performance. This includes the following: a monthly occupancy and average daily rate report for Monroe County, Key West, and Monroe County excluding Key West overall and by price tier; and weekly reports on daily occupancy and average daily rates for Monroe County and Key West. These weekly reports not only provide a useful means by which to assess the impact of special events and lodging performance over holiday periods but also provide us with quick turnaround of lodging data than we currently see under the monthly schedule. We will maintain our efforts to increase sample size so that further segmentation of the data can be implemented.

***Fulfillment of Research Goals:***

We will evaluate the effectiveness of our web-site in providing consumers and intermediaries with the information they are seeking on the destination. We will use both qualitative and quantitative research methods to gather data from travelers and intermediaries. We will analysis their satisfaction with the web site and web-based travel planning tools.

We will gather data on consumer awareness of the Florida Keys and Key West. We will also examine the consumers' perceptions of price and value of the destination. From this examination, we will provide insight as to the consumers' behavior regarding travel choice.

We will continue the Destination Wedding and Honeymoon Market segment study begun in FY06. The study will be an analysis of the Florida Keys Destination Wedding and Honeymoon markets as they exist today and projections for future growth. We will be utilizing both qualitative and quantitative research methods to collect data on visitors engaging in Destination Wedding and/or Honeymoon travel and vendors specializing in such products.

We will continue to monitor shifts in travel market segments, examining the implications for our marketing strategy. Our sales staff is pursuing the appeal of "value added" and/or B&B/Inn/Guest House experiences with our primary inbound markets. Given the uniqueness of individual B&B/Inn/Guest House properties, and the inclusion of "value-adds" like food and beverage, these types of properties may be effective in luring international travelers to the destination. In accordance with this, we will conduct a study to test this hypothesis and determine best practices to marketing this lodging type to inbound markets.

We will continue to work closely with the community and members of the local travel industry to identify key issues facing the Florida Keys and Key West Tourism Industry. Where possible, we will utilize our resources to gather, analyze and disseminate substantive local data. For example, in FY05 we began a research project to gather, analyze and disseminate data on lodging properties converting to condominium ownership and the effect on our tourism industry. We will continue our work in this arena and will periodically re-release our Condo Conversion Study. As needs arise, we will expand our research data collection as we did in FY06, gathering data on the local tourism workforce.

We will partner with NOAA, the National Oceanic and Atmospheric Administration, to conduct a 10 year update of the 1996 NOAA led Florida Keys and Key West visitor study. The study provided a more comprehensive visitor profile and more accurate estimation of the economic contribution of visitors.

Program effectiveness research initiatives planned for the upcoming year include liaising with the sales staff to increase the effectiveness of sales programs by helping to identify emerging market segments, both in terms of areas of travel interests and visitor origin. We will continue to track advertising effectiveness incorporating our investigation in various research projects. For example, during our visitor surveys we probe advertising recall, both general media type and specific media sources. We also monitor trends in origin of visitor inquiries following media campaigns in given areas. In addition, regular monitoring of VIS program performance in the form of 'Mystery Shopper' calls will be conducted on the Chambers of Commerce and the Key West Business Guild to evaluate the quality of services being provided to our 800-number callers.

Our research partnership with VISIT FLORIDA will continue, as this cooperative relationship has been essential to keeping our research on the cutting edge. This partnership not only enables us to obtain timely data pertaining to consumer travel intentions, forecasting, and regional industry performance but also provides an opportunity to participate in research initiatives we would not otherwise be able to afford on our own. Further, we will continue to network with other research organizations, including participating in the VISIT FLORIDA monitored research listserve, to increase our knowledge of, and exposure to, research techniques throughout the industry.

We will continue to strengthen the presence of the market research department by attending and presenting at local industry events such as the Florida Keys Lodging Association and Chambers of Commerce functions. With feedback from local stakeholder groups, we will make every effort to design creative, user-friendly data collection methodologies with the aim of increasing sample size and industry participation.

Various other resources such as travel industry and market research journals, newsletters, and web sites will be regularly monitored to assist with anticipating tourism trends. Forecast data will be reviewed for economic and travel behavior information that can be applied to the data we collect at the local level. The department will compile its regular 'Economic Indicators Report', which provides a summary of economic and travel industry trends at the national, state, and local levels. We also plan to further integrate economic trend data into the market research initiatives which emerge from this office.

## **MEASURABILITY:**

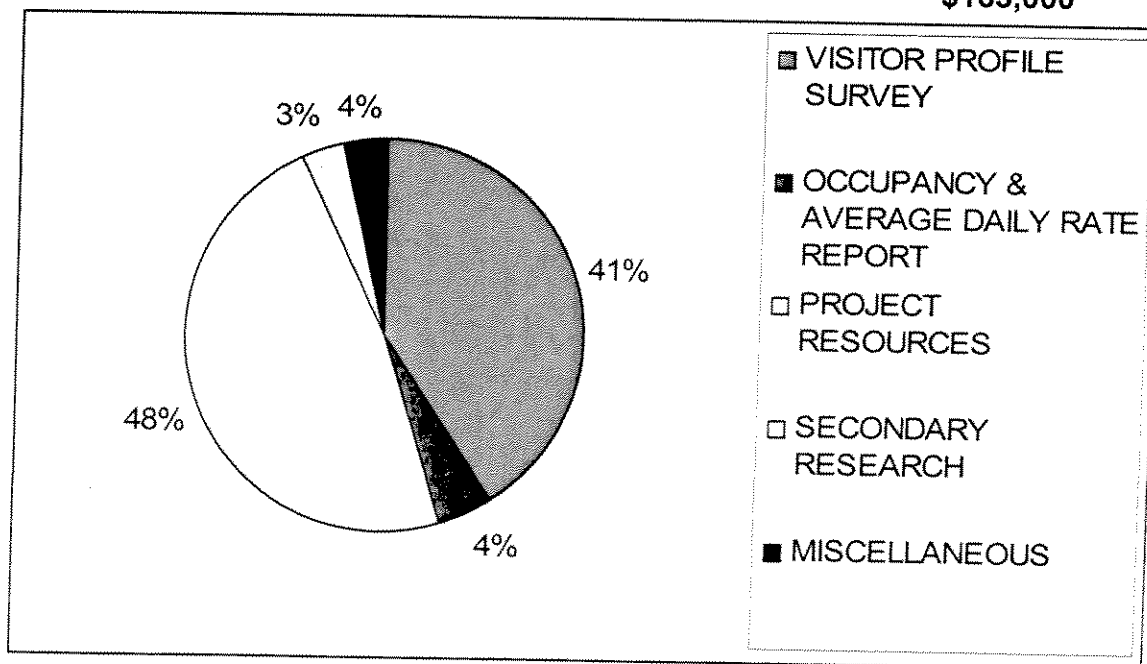
The above outlined Market Research projects will include stated objectives, outlined in the form of a research question, the information expected to be obtained by the project, and the budget, if any, for the study. Each project will be evaluated after completion to determine if the stated objectives were met, and to assess the value of the information collected.

Additionally, the Market Research department will provide the means for evaluating the goals and objectives of other departments and the agencies.

## MARKET RESEARCH BUDGET

VISITOR PROFILE SURVEY	\$66,100
OCCUPANCY & AVERAGE DAILY RATE REPORT	\$7,200
PROJECT RESOURCES	\$78,200
Web Site Effectiveness Study	
Destination Wedding & Honeymoon Market Study	
NOAA Study	
Hurricane Impact Research	
Market Segmentation Studies	
Traveler Motivation Research	
Sales & Advertising Effectiveness Research	
Mystery Shopper Surveys	
VIS Software Enhancements	
Other Project Resources	
SECONDARY RESEARCH	\$5,500
Purchase of Secondary Research from Outside Sources	
MISCELLANEOUS	\$6,000
Memberships	
Telephone, Fax, Modem	
Postage	
Computer Equipment/ Software Upgrades	
Conference, Workshop, Seminar Attendance	
Data Entry Assistance	

**TOTAL** **\$163,000**



## Section Four: Evaluation

The final area of a marketing plan consists of assessing the effectiveness of the programs. The TDC must continuously monitor its marketing plan to ensure that it is accomplishing what it was intended to do. Goals should be established to serve as benchmarks for assessing the plan's effectiveness.

Based on a regular evaluation of these benchmarks, adjustments are inevitable in order to redirect marketing efforts towards the highest level of performance.

Though the TDC has different ways of tracking our marketing and sales efforts, there are several common measurement factors used in assessing the level of a program's performance. The TDC Market Research Department regularly conducts visitor profile analysis and monitors marketing effectiveness through call and website reports and revenue reports. Research strategies also utilize lodging data and visitor profile data.

In the marketing strategies, methods and implementation sections of the marketing plan, each area (advertising, sales, public relations, film commission) includes specialized evaluation criteria to measure performance. Accountability assessment is the sound measurement of the extent to which stated goals of a specific marketing effort are being or will be achieved.

Accountability assessment not only measures performance, but also enables review of the adequacy of our goals and provides us with guidance as to how future marketing performance can be maximized. Having the ability to make quick adjustments in our marketing is also an important element of our program. Being able to gather and analyze data in a timely manner gives us the ability to make changes in our plan.

We are making every attempt to develop an orderly planning process which includes a clear statement of goals to be attained in the time frame outlined. Those goals are reached through a series of marketing strategies and methods, each of which can and should be measured. The measurement techniques should be designed objectively, without preconceived notions of the results and without a design which attempts to prove something works. Such methods include:

- Pre/post tracking studies, which measure users and non-users of our marketing efforts. Why someone did not respond is as important as why someone did.
- Comprehensive studies of how travel information is delivered and used by the potential visitor. What is the role of technology in the travel planning process?
- The measures of economic impact and return on investment (ROI). What are the total benefits of a visitor coming to our area versus the cost of attaining those benefits?
- Qualitative analysis to learn what works in marketing our area, both in the short and long term. Our assessment of this year's plan should not only grade our current efforts but should help show us how to make adjustments, and be more effective in subsequent years.

Some of the criteria or techniques that will be used or planned by the TDC this year to assess program effectiveness include:

- VIS reports
- Visitor Profile Survey reports
- Occupancy and average daily rate reports
- Focus group studies
- Conversion studies
- Economic & tourism indicators
- Bell South call reports
- Bed tax revenues report
- Sales tax revenues report
- US 1 traffic counts
- Airport arrivals and cruiseship/ferry passenger counts
- Airport demographics
- Magazine reader response cards
- Internet request reports
- Internet marketing click-through counts
- Web site visits reports
- Web site brochure and video downloads
- Electronic sales lead tracking
- Travel agent sales reports
- Number of meetings booked
- Follow-up sales leads reports
- Credit card demographics
- European agencies' reports
- VIS mystery shopper reports
- Competitive data from other destinations
- 3<sup>rd</sup> party accommodations Internet bookings

In summary, we need to know what marketing efforts are working; what is not; and make the appropriate adjustments in the quickest period of time, to ensure the success of our decision-making process.

